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A Survey of Visitors to Ontario Government Travel Information Centres


**1968
1969
&
1970**

THE MINISTRY OF INDUSTRY AND TOURISM
Province of Ontario • Parliament Buildings • Toronto • Canada
Hon. John White, Minister D. J. Collins, Deputy Minister

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Visitor Questionnaire No. 1 - 1968

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This travel information service is used more extensively by first-time visitors who require guidance and assistance, thus reinforcing the Centres' promotional role.

Greater emphasis should be placed on a follow-up procedure to determine if actual travel patterns equated intentions. This could possibly be done using the U.S. Auto Exit Surveys.

There should also be increased promotion of these Information Centres, and future studies of this type could possibly be tied in with local and regional information centres.

INTRODUCTION:

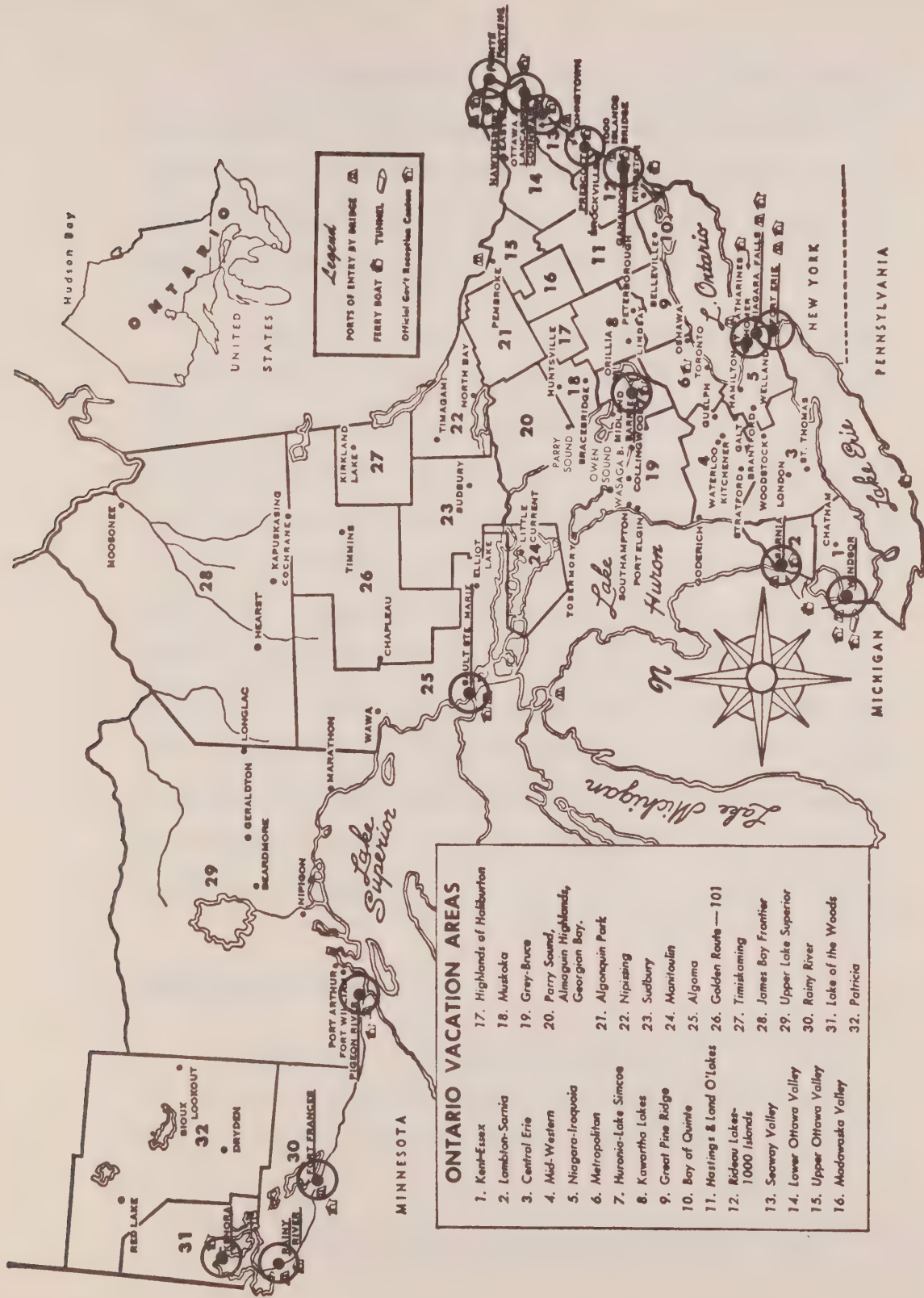
Purpose:

This study was commissioned by the Ministry of Industry and Tourism to determine the travel habits and characteristics of both American and other Canadian Province visitors who enter Ontario by car and also visit the Ontario Government Travel Information Centres. More specifically, the report outlines origin-destination patterns, size of party, length of stay, previous visitation, type of accommodation used, main reason for visiting, and occupation, in the form of provincial summaries and detailed tabulations for each of the thirty-two Ontario Vacation Areas.

The Ministry of Industry and Tourism operates nineteen Travel Information Centres throughout the province, with the largest number being located at Ontario - U.S. border crossing points. Seven of the Centres are operated on a year-round basis, whereas the remainder operate mainly from mid-May to mid-September. (See map on the following page, and also Appendix I, Table A-1 for attendance figures.)

The majority of visitors to the Travel Information Centres are of American origin who make use of automobile transportation and are basically long-term visitors. During 1970, approximately 21.7* million American visitors entered Ontario, and of these, about 19* million used their automobiles, and further, about 1,088,000 visitors or 5.7 per cent of the latter visited the Travel Information Centres.

* Source: Dominion Bureau of Statistics, Catalogue No. 66-201, 1970



ONTARIO VACATION AREAS	
1. Kent-Essex	17. Highlands of Haliburton
2. Lambton-Sarnia	18. Muskoka
3. Central Erie	19. Grey-Bruce
4. Mid. Western	20. Parry Sound, Almaguin Highlands, Georgian Bay
5. Niagara-Iroquoia	21. Algonquin Park
6. Metropolitan	22. Nipissing
7. Huronia-Lake Simcoe	23. Sudbury
8. Kawartha Lakes	24. Manitoulin
9. Great Pine Ridge	25. Algoma
10. Bay of Quinte	26. Golden Route — 101
11. Hastings & Land O'Lakes	27. Timiskaming
12. Rideau Lakes-1000 Islands	28. James Bay Frontier
13. Seaway Valley	29. Upper Lake Superior
14. Lower Ottawa Valley	30. Rainy River
15. Upper Ottawa Valley	31. Lake of the Woods
16. Madawaska Valley	32. Patricia

Of more importance is the fact that 5.7* million Americans entered by car and remained one or more nights. Therefore, we can say that the 1,088,000 Travel Information Centre visitors (who are mainly long-term travellers) accounted for about 19 per cent of those Americans entering by car and staying one or more nights.

However, it is not possible to make a similar comparison for other Canadian Province visitors due to the fact that reliable data for the universe of these visitors entering Ontario is presently unavailable. Nevertheless, an analysis was done for the latter because the data does provide a profile of the long-term visitor. In regards to Ontario residents using the Centres, no analysis was attempted as the majority of residents in the sample used only the Barrie Information Centre, and thus they would be quite unrepresentative of the resident travel habits in Ontario. Also, excluded from the sample are many of those visitors who used other modes of transportation, and who were on business trips, or were cottagers. Thus only one specific segment of the visitor population is analysed.

Sampling Methodology:

This report covers the three-year period from 1968 to 1970 inclusive, and thus supplements a previous similar report** which accounted for the years 1965 to 1967 inclusive. A systematic

* Source: Dominion Bureau of Statistics, Catalogue No. 66-201, 1970

** Source: "Visitors to Ontario Government Reception Centres, 1965 to 1967," Ontario Department of Tourism and Information

sample was drawn for each year wherein the head of the visitor-party was requested to complete the questionnaire in the following ratios:

1968 - Every 10th party-head

1969 - Every 10th party-head

1970 - Every 20th party-head

This procedure yielded the following sample sizes:

1968 - 33,344 parties

1969 - 31,090 parties

1970 - 20,719 parties

By extending the sample, we arrive at an estimate of the total number of visitors of all origins, to all of the Centres for the year, as follows:

1968 - $33,344 \times 10 \times 3.4$ (Average party size) = 1,134,000 (approx.)

1969 - $31,090 \times 10 \times 3.4$ (Average party size) = 1,057,000 (approx.)

1970 - $20,719 \times 20 \times 3.4$ (Average party size) = 1,409,000 (approx.)

Presentation:

Beginning with 1969, the questionnaire was altered significantly from the one used in 1968 in order to facilitate the interviewing process, and also to include additional and more specific questions. As a result of this, it will be noted that some tables will have 1968 excluded, and also that some of the

categories within the tables have been grouped in order to have comparability amongst the three years in question. Some extra cross-tabulations were attempted for 1969, and those that are of general interest are included in Appendix I.

The report is presented basically in two parts, with Part I being comprised of provincial summaries, and Part II of more detailed information pertaining to each of the thirty-two Vacation Areas. Caution must be exercised in interpreting some of the data presented, in that the sample size may be too small to give meaningful results, especially for other province visitors.

Also note that all columns in the tables do not necessarily add to 100.0 per cent due to computer rounding, and that the percentages in each table are based on the total number of parties visiting the Travel Information Centres (i.e. for 1970, 20,719 respondents x 20 = 414,380 parties). In addition, party totals will differ due to "No Response".

Validity of Survey:

In order to check the validity of the sample taken at the Information Centres, a comparison was made with those American respondents in the U.S. Auto Exit Survey, 1969* who indicated that they had visited the Ontario Government Information Centres. The comparison covered the three-month period of the Exit Survey, namely July, August and September. However, it was discovered that both

* Source: "U.S. Auto Exit Study, 1969", Ontario Department of Tourism and Information

samples exhibited significantly different characteristics when examined in relation to basic travel patterns and habits.

The Travel Information Centre Survey indicated that 6.6 per cent of all U.S. visitors entering Ontario during July, August and September, 1969, by car, visited the Centres, whereas per the Exit Survey, about 11.5 per cent indicated that they had visited the same Centres. This anomaly may be accounted for by the fact that respondents to the Exit Survey questionnaire were confused as to what constituted a Travel Information Centre and what a government office or other regional information booth, as both questions were posed to the U.S. respondent. Therefore, the Exit Survey percentage of those indicating having visited Travel Information Centres was inflated. This of course means that a comparison between the two surveys was not possible due to the fact that different populations were described in each of the two studies. In addition, some bias would arise from the different sample sizes in both surveys, and from the attempt to compare entry and exit data, and the difference in percentage of first-time visitors.

Statistical Validity:

Note that no attempt was made to indicate statistical descriptors, such as standard error, deviation, etc., because of the very large sample sizes obtained for each of the three years under study. However, if it should be necessary to calculate same for any of the particular tables, then the number of parties can be converted

back into the original sample size by dividing the number of parties by 10 for 1968 and 1969, and by 20 for 1970 data. Caution must be exercised with any sample size less than 30.

PART I

PROVINCIAL SUMMARIES

CHAPTER ONE

ORIGIN OF VISITORS TO ONTARIO TRAVEL INFORMATION CENTRES

General Pattern:

U.S. visitors accounted for the largest percentage of all visitors to the Centres, varying from about 74 per cent in 1968 to 77 per cent in 1970. Visitors from other Canadian provinces declined by half (relatively and absolutely) from 11 per cent of the total in 1968 to less than 6 per cent in 1970, and the Ontario residents' percentage declined over the three years from 15 to 13 per cent. Of some interest is the fact that visitors from other foreign countries, although comprising a small percentage (about 4%), have increased in absolute terms since 1968 (see Table No. 1, p. 3).

U.S. Visitors:

Table No. 2, p. 4, indicates that when the per cent of all U.S. visitors by state is examined, a fairly constant pattern is revealed from 1968 to 1970. Michigan and New York combined, accounted for approximately 41 per cent of all U.S. visitors, with these two states being the primary market. The secondary market of Ohio, Pennsylvania and Illinois made up about 21 per cent. Interestingly enough, two other states, namely California and Florida contributed a percentage share equal to several other states located geographically closer to Ontario. Both of

these states, and especially the former, are spatially quite distant from the province.

Other Canadian Visitors:

The absolute number of Canadian visitors to the Centres remained essentially constant from 1968 to 1970, with Ontario residents comprising about 70 per cent of this group in the latter year. There was, however, a marked decline in the number of visitors from Quebec both relatively and absolutely over the three years, although Quebec generated the second highest number of Canadian visitors, accounting for about 13 per cent of the total (see Table No. 3, p. 5).

Table No. 1

ORIGIN OF ALL VISITORS TO ONTARIO TRAVEL INFORMATION CENTRES,
1968, 1969 and 1970
(In Per Cent)

Origin	1968		1969		1970	
<u>U.S.</u>						
Michigan	20.9%	31.0%	21.7%	31.2%	21.9%	31.9%
New York	10.1		9.5		10.0	
Ohio	5.5	15.0	6.1	15.0	6.4	15.8
Pennsylvania	4.5		4.4		4.9	
Illinois	5.0		4.5		4.5	
Minnesota	3.5		3.0		3.1	
New Jersey	2.6		2.4		2.6	
Wisconsin	2.6		2.2		2.9	
Massachusetts	2.0		1.8		2.1	
Indiana	2.4		2.5		2.6	
California	—*		1.8		1.9	
Florida	—*		1.0		1.2	
Other States	<u>14.5</u>		<u>11.9</u>		<u>13.3</u>	
Sub-Total		73.6%		72.8%		77.4%
<u>Other Provinces</u>						
Quebec	4.9		4.3		2.5	
Manitoba	2.3		1.2		0.9	
Other Canada	<u>3.8</u>		<u>2.7</u>		<u>2.2</u>	
Sub-Total		11.0		8.2		5.6%
<u>Ontario</u>	<u>15.4</u>		<u>16.4</u>		<u>13.3</u>	
Sub-Total		15.4		16.4		13.3
<u>Other Foreign</u>	<u>—</u>		<u>2.6</u>		<u>3.6</u>	
Sub-Total		—		2.6		3.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on number of parties:	299,280		309,280		413,440	

* Note tabulated separately for 1968

Table No. 2

ORIGIN OF U.S. VISITORS TO ONTARIO TRAVEL INFORMATION CENTRES BY STATE,
1968, 1969 and 1970
(In Per Cent)

Origin	1968	1969	1970
Michigan	28.4%	29.9%	28.3%
New York	13.8	13.1	13.0
	} 42.2%	} 43.0%	} 41.3%
Ohio	7.5	8.3	8.3
Pennsylvania	6.2	6.0	6.3
Illinois	6.7	6.2	5.9
	} 20.4	} 20.5	} 20.5
Minnesota	4.7	4.1	4.0
New Jersey	3.5	3.3	3.3
Wisconsin	3.5	3.0	3.7
Massachusetts	2.7	2.5	2.7
Indiana	3.3	3.4	3.4
California	.*	2.4	2.4
Florida	.*	1.4	1.5
Other States	19.7	16.4	17.1
Total	100.0%	100.0%	100.0%

Based on No.
of Parties: 220,280 224,990 319,880

* Not tabulated separately for 1968

Table No. 3

ORIGIN OF CANADIAN VISITORS TO ONTARIO TRAVEL
INFORMATION CENTRES, 1968, 1969 and 1970
(In Per Cent)

<u>Origin</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>
Ontario	58.3%	66.6%	70.1%
Quebec	18.6	17.6	13.4
Manitoba	8.8	4.9	4.9
<u>Other Provinces</u>	<u>14.3</u>	<u>10.9</u>	<u>11.7</u>
<u>Total</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Based on No. of Parties:	79,000	76,250	78,600
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CHAPTER TWO

DESTINATION PATTERN OF VISITORS, BY ONTARIO VACATION AREAS

U.S. Visitors:

Table No. 4, p. 11, outlines the main destination of American visitors by the thirty-two Ontario Vacation Areas*. The following table, on page 7, summarizes the ten main areas, and also includes data gleaned from a previous Reception Centre report** in order to determine whether a pattern can be discerned. Note that Expo year (1967) was excluded from the time-series due to the severe distortion in travel patterns in that year.

* See map, page 69.

** Source: "Visitors to Ontario Government Reception Centres, 1965 to 1967", Ontario Department of Tourism and Information.

PER CENT OF U.S. VISITORS

Rank Order (1965)	Vacation Area	1965	1966	1968	1969	1970	Rank Order (1970)
(1)	Niagara-Iroquoia	26.0%	24.4%	20.4%	22.9%	22.5%	(1)
(2)	Kent-Essex	11.5	12.5	9.8	10.1	8.5	(3)
(3)	Seaway Valley	8.6	7.5	9.2	8.1	6.0	(8)
(4)	Rideau Lakes - 1,000 Islands	8.1	7.4	7.7	7.9	8.1	(6)
(5)	Algoma	7.7	8.6	8.0	7.0	8.2	(5)
(6)	Lambton-Sarnia	6.6	6.6	5.0	5.2	3.9	(9)
(7)	Metropolitan	5.6	5.0	5.9	6.3	8.9	(2)
(8)	Upper Lake Superior	3.7	5.4	5.5	5.3	8.5	(4)
(9)	Lower Ottawa Valley	3.5	4.3	6.1	7.3	7.5	(7)
(10)	Lake of the Woods	3.4	3.7	5.7	3.6	2.7	(10)
Total		84.7%	85.4%	83.3%	83.7%	84.8%	

These ten main areas accounted for approximately 84 per cent of all American visitors, and this percentage has remained essentially constant over the years. In 1970, 23 per cent of the visitors had their main destination in Niagara-Iroquoia, or just a little less than three times as many visitors as the next most popular area. Certain significant patterns of change are distinguishable over the six-year comparison span. Primarily, when examining the rank orders for 1965 and 1970, it can be seen that the Metropolitan area, ranked seventh in 1965, was second in 1970, and Upper Lake Superior, eighth in the former year, was fourth in the latter. All of the other shifts in order have been less dramatic, but in a relative sense, there appears to have been somewhat of a decline in the popularity of the Seaway Valley, Lambton-Sarnia and Niagara-Iroquoia areas as main destinations. However, it must be borne in mind that all of these areas individually, when compared to Niagara-Iroquoia, account for small percentages of U.S. visitors when viewed in an absolute sense.

Other Province Visitors:

Table No. 5, p. 12, details the main destinations of other province visitors. The following table summarizes the primary areas; however, a six-year comparison as done previously for U.S. visitors is not possible due to the fact that for the 1965 and 1966 surveys, Ontario residents were not

separated from other province visitors, thus making comparison with the later years incompatible.

PER CENT OF OTHER PROVINCE VISITORS

Rank Order (1968)	Vacation Area	1968	1969	1970	Rank Order (1970)
(1)	Lake of the Woods	16.9%	11.3%	8.4%	(6)
(2)	Lower Ottawa Valley	15.6	15.3	17.7	(1)
(3)	Seaway Valley	15.0	17.3	12.0	(3)
(4)	Metropolitan	11.6	9.7	15.5	(2)
(5)	Niagara-Iroquoia	10.9	13.4	10.2	(5)
(6)	Rideau Lakes - 1,000 Islands	7.6	11.0	11.4	(4)
(7)	Upper Lake Superior	2.9	2.2	3.1	(7)
(8)	Kent-Essex	2.1	2.7	3.0	(8)
<u>Total</u>		82.6%	82.9%	81.3%	

These eight primary areas are identical to those visited by U.S. visitors, and they account for about 82 per cent of all other province visitors, once again comparable to the 84 per cent for Americans. Likewise, the same eight areas in 1968 were repeated in 1970 when viewed on a rank order basis. The percentage shifts over the three years indicate the emergence of the Lower Ottawa Valley and Metropolitan Vacation Areas as the dominant destination areas. Of note is

the fact that the Niagara-Iroquoia Area does not hold as high an attractiveness for other province visitors as for Americans undoubtedly because of familiarity through the repetitive trip process for the former, or the proximity to the latter.

In summary, it can be said that all of these primary destination areas are visited to such a large degree by both U.S. and other province visitors due to several reasons. Most of the areas are entry areas in close proximity to major U.S. urban areas. In addition, the transportation corridors are well developed, and the areas are well endowed with stimulating natural and man-made landscapes (attractions), and are heavily promoted.

It seems also that Ottawa and Toronto are becoming more important tourist destinations because of the attractions that now exist in these two metropolitan centres, coupled with extensive promotion.

Table No. 4

DESTINATION, BY ONTARIO VACATION AREAS, OF U.S. VISITORS TO
TRAVEL INFORMATION CENTRES, 1968, 1969 and 1970

(In Per Cent)

Vacation Area	1968	1969	1970
Kent-Essex	9.8%	10.1%	8.5%
Lambton-Sarnia	5.0	5.2	3.9
Central Erie	1.3	1.7	1.7
Mid-Western	2.8	1.9	1.9
Niagara-Iroquoia	20.4	22.9	22.5
Metropolitan	5.9	6.3	8.9
Huronias-Lake Simcoe	1.0	1.3	1.4
Kawartha Lakes	0.6	0.5	0.6
Great Pine Ridge	0.1	0.2	0.3
Bay of Quinte	0.2	0.2	0.2
Hastings & Land O'Lakes	0.2	0.2	0.1
Rideau Lakes-1000 Islands	7.7	7.9	8.1
Seaway Valley	9.2	8.1	6.0
Lower Ottawa Valley	6.1	7.3	7.5
Upper Ottawa Valley	0.1	0.2	0.2
Madawaska Valley	0.1	0.1	0.1
Haliburton Highlands	0.2	0.1	0.1
Muskoka	0.8	0.8	0.9
Grey-Bruce	1.1	1.5	1.1
Parry Sound	1.2	0.5	0.7
Algonquin Park	1.0	1.0	0.9
Nipissing	0.8	0.9	1.0
Sudbury	0.5	0.6	0.7
Manitoulin	0.5	0.7	0.7
Algoma	8.0	7.0	8.2
Golden Route-101	0.2	0.5	0.2
Timiskaming	0.2	0.2	0.1
James Bay Frontier	0.4	0.5	0.6
Upper Lake Superior	5.5	5.3	8.5
Rainy River	3.1	2.1	1.4
Lake of the Woods	5.7	3.6	2.7
Patricia	0.6	0.6	0.4
Total	100.0%	100.0%	100.0%
Based on No. of Parties	220,280	212,920	301,920

Table No. 5

DESTINATION, BY ONTARIO VACATION AREAS, OF OTHER PROVINCE VISITORS TO
TRAVEL INFORMATION CENTRES, 1968, 1969 and 1970

(In Per Cent)

Vacation Area	1968	1969	1970
Kent-Essex	2.1%	2.7%	3.0%
Lambton-Sarnia	1.1	1.0	0.8
Central Erie	1.2	1.7	1.2
Mid-Western	1.9	1.2	1.4
Niagara-Iroquoia	10.9	13.4	10.2
Metropolitan	11.6	9.7	15.5
Huron-Lake Simcoe	1.8	2.4	2.8
Kawartha Lakes	0.6	0.4	0.8
Great Pine Ridge	0.4	0.3	0.3
Bay of Quinte	0.6	0.7	0.7
Hastings & Land O'Lakes	0.1	0.2	0.3
Rideau Lakes-1000 Islands	7.6	11.0	11.4
Seaway Valley	15.0	17.3	12.0
Lower Ottawa Valley	15.6	15.3	17.7
Upper Ottawa Valley	0.2	0.3	0.5
Madawaska Valley	0.1	—*	0.1
Haliburton Highlands	0.1	0.1	0.1
Muskoka	0.8	0.6	1.1
Grey-Bruce	0.5	0.7	0.3
Parry Sound	0.5	0.5	0.7
Algonquin Park	0.9	1.1	1.3
Nipissing	0.5	0.9	0.6
Sudbury	0.6	0.9	1.0
Manitoulin	0.2	—*	0.4
Algoma	1.9	1.5	2.5
Golden Route-101	0.1	0.1	0.1
Timiskaming	0.2	—	—
James Bay Frontier	0.1	0.2	0.2
Upper Lake Superior	2.9	2.2	3.1
Rainy River	2.0	1.5	0.9
Lake of the Woods	16.9	11.3	8.4
Patricia	1.2	0.8	0.7
Total	100.0%	100.0%	100.0%

Based on No. of Parties: 32,990 24,730 22,080

* Less than .05%

CHAPTER THREE

LENGTH OF STAY IN ONTARIO

U.S. Visitors:

Table No. 6, p. 16, indicates that the provincial average length of stay for American visitors to Ontario Government Travel Information Centres from 1968 to 1970 inclusive, was 5.3, 4.4, and 4.3 days respectively. Examination by the individual Vacation Areas of destination in Ontario reveals little variation about the provincial means. However, when viewed on an aggregate basis, a certain pattern does emerge. As expected, those Vacation Areas within the interior of the province exhibit the longest length of stay, due in part to the greater travel distances involved as well as the type of accommodations and attractions available. Conversely, the border areas experience the shortest lengths of stay. These patterns of long and short lengths of stay are essentially constant for the same areas over the three years. The following table illustrates the foregoing:

<u>Vacation Area</u>	<u>Length of Stay (Days) - 1970</u>	
	<u>Short Term</u>	<u>Long Term</u>
Kent-Essex	2.0	-
Niagara-Iroquoia	3.0	-
Muskoka	-	9.2
Patricia	-	9.6
Provincial Average	<u>4.3</u>	

Table A-2 in Appendix I details the average lengths of stay for U.S. visitors from the primary ten-state market. Visitors from the directly bordering states tend to exhibit lengths of stay below the total U.S. average. For example, in 1969, Michigan and New York visitors averaged 3.8 and 4.0 days respectively, as compared to visitors from "Other U.S." states who averaged 5.1 days; the overall total U.S. average being 4.4 days.

Other Province Visitors:

Table No. 7, p. 17, shows that the overall average length of stay for other province visitors from 1968 to 1970 inclusive, was 7.9, 8.4, and 9.1 days respectively. Due to the relatively small sample size for this origin of visitors, there is a great deal of variation about the provincial mean, this in turn demanding extreme caution in interpretation of any length of stay by Vacation Area. Looking at the data for 1968 (which had the largest sample size for the three years), a fairly general pattern suggests itself. The northwestern Vacation Areas, (Lake of the Woods, Rainy River), being entry areas for the western provinces, and the southeastern areas (Seaway Valley, Rideau Lakes-1000 Islands), being entry areas for the eastern provinces, experience relatively shorter lengths of stay.

In summary, it appears that the average length of stay of U.S. visitors to Travel Information Centres is declining somewhat, as opposed to an increase in same for other province visitors. There is, of course, a strong, positive correlation between length of stay and expenditure, therefore, it should be essential that the border areas, which receive the largest number of trips, should constantly strive to upgrade tourist attractions with holding power in order to induce increasing trip lengths.

Table No. 6

PROPOSED AVERAGE LENGTH OF STAY IN ONTARIO, BY VACATION AREA,
AND BY U.S. VISITORS 1968, 1969 and 1970

(In Days)

Vacation Area	1968	1969	1970
Kent-Essex	4.1	1.7	2.0
Lambton-Sarnia	3.9	2.4	2.0
Central Erie	4.2	3.7	3.3
Mid-Western	4.2	5.2	3.5
Niagara-Iroquoia	4.0	3.2	3.0
Metropolitan	5.8	4.8	5.0
Huronian-Lake Simcoe	6.6	8.0	8.3
Kawartha Lakes	8.7	6.7	6.1
Great Pine Ridge	6.0	6.7	5.4
Bay of Quinte	6.4	5.5	5.0
Hastings & Land O'Lakes	7.5	7.3	9.3
Rideau Lakes-1000 Islands	5.4	5.2	4.9
Seaway Valley	5.2	4.7	4.4
Lower Ottawa Valley	6.5	5.7	5.5
Upper Ottawa Valley	8.1	6.9	6.8
Madawaska Valley	7.8	8.3	5.0
Haliburton Highlands	8.1	7.6	8.7
Muskoka	9.7	7.3	9.2
Grey-Bruce	7.2	6.1	5.2
Parry Sound	8.1	7.7	8.3
Algonquin Park	9.4	9.4	8.4
Nipissing	9.1	7.9	7.7
Sudbury	8.4	8.1	6.2
Manitoulin	7.8	8.2	6.9
Algoma	5.5	4.7	4.5
Golden Route-101	10.6	7.4	7.6
Timiskaming	8.7	9.1	8.8
James Bay Frontier	9.8	9.8	9.4
Upper Lake Superior	5.9	4.9	4.4
Rainy River	4.9	4.0	4.1
Lake of the Woods	6.4	5.6	5.6
Patricia	9.1	9.1	9.6
Overall Average	5.3	4.4	4.3
Based on No. of Parties:	220,280	220,400	298,700

Table No. 7

PROPOSED AVERAGE LENGTH OF STAY IN ONTARIO, BY VACATION AREA,
AND BY OTHER PROVINCE VISITORS 1968, 1969 and 1970

(In Days)

<u>Vacation Area</u>	<u>1968</u>	<u>1969</u>	<u>1970</u>
Kent-Essex	9.4	21.2	19.5
Lambton-Sarnia	12.1	10.4	17.4
Central Erie	11.4	20.9	10.8
Mid-Western	11.5	15.5	15.9
Niagara-Iroquoia	8.9	7.9	8.1
Metropolitan	10.2	13.0	10.7
Huronia-Lake Simcoe	10.5	14.3	12.8
Kawartha Lakes	11.2	8.9	8.5
Great Pine Ridge	17.8	7.9	11.7
Bay of Quinte	11.8	6.6	10.6
Hastings, & Land O'Lakes	8.7	6.5	11.7
Rideau Lakes-1000 Islands	6.5	6.1	7.0
Seaway Valley	4.0	4.5	4.7
Lower Ottawa Valley	8.5	7.1	8.9
Upper Ottawa Valley	11.3	9.6	5.4
Madawaska Valley	5.1	-	14.0
Haliburton Highlands	4.2	8.5	21.0
Muskoka	12.0	8.9	19.2
Grey-Bruce	13.3	12.2	10.0
Parry Sound	14.1	9.8	8.9
Algonquin Park	10.5	8.3	11.3
Nipissing	11.5	9.1	9.7
Sudbury	9.9	16.1	17.2
Manitoulin	7.9	7.0	15.0
Algoma	7.2	8.2	8.8
Golden Route-101	7.7	9.3	14.0
Timiskaming	11.4	2.0	-
James Bay Frontier	11.2	32.2	12.5
Upper Lake Superior	10.3	6.7	10.2
Rainy River	7.3	4.8	5.0
Lake of the Woods	6.2	5.4	7.0
Patricia	7.3	9.4	6.4
Overall Average	7.9	8.4	9.1
Based on No. of Parties:	32,990	24,930	21,720

CHAPTER FOUR

TYPE OF ACCOMMODATION USED

By Origin:

(i) U.S. Visitors:

In 1970, about 16 per cent of the American visitors did not require accommodation. Of those who did, 55 per cent used "Motel" accommodation, with the next most popular type, "Provincial" and "Commercial Campsites", being used by 31 per cent. Provincial campsite use is about double that of commercial ones, but some bias may be present here in that not all Americans are readily able to distinguish between the two types. "Hotel" use at 4 per cent and "Home of Friends and/or Relatives" at 3 per cent were next in order. There was no significant change in the overall percentage use by type over the 1968 to 1970 period (see Table No. 8, p. 25).

(ii) Other Province Visitors:

The use pattern by type for these visitors was similar to that for Americans, and in 1970, about 9 per cent did not require accommodation, whereas of those who did, 38 per cent used "Motels", 39 per cent used "Campsites", and 11 per cent used "Home of Friends and/or Relatives". Thus for other province visitors (when compared to U.S. visitors), motel usage was lower, and campsite and friends/relatives' homes usage higher.



The higher usage of the latter is as expected and explains the length of stay, and the increased use of provincial campsites is in part influenced to a large degree by the heavy use of this accommodation type in the Seaway Valley area by visitors from Quebec, and in particular from the Montreal urban area.

In addition, the percentage use by accommodation type over the three years was essentially constant. Of particular interest is the increased percentage use of commercial campsites and the decrease in motel and lodge/resort usage from 1968 to 1969, by both American and other province visitors. The large increase in the supply of campsite units from 1968 to 1969 may be partly responsible for this as the demand was already present (see Table No. 8, p. 25).

By Length of Stay:

(i) U.S. Visitors:

The data presented in Table No. 9, p. 26, was available only for 1969 and 1970. In comparing the two years, the length of stay by accommodation type did not vary significantly. In 1970, by far the longest average length of stay was associated with "Own Cottage" use at 15.8 days, followed by "Lodge/Resort" and "Housekeeping Cottage" at 7.2 and 7.1 days respectively. The rather high value for the "Other" type may be due to sample bias. In terms of visitor-party days however, the only groups of significance were the motel and campsite users. About

55 per cent of all respondent-parties used motels and generated approximately 45 per cent of the total number of visitor-party days, whereas for campers, the percentage was about 31 per cent and 36 per cent respectively.

(ii) Other Province Visitors:

Once again, in comparing 1969 and 1970, there was not much variation in regards to length of stay by accommodation type (see Table No. 10, p. 27). Taking 1969 data as being more representative, it can be seen that the average length of stay was longest in association with the "Other" category (18.3 days), followed by "Own Cottage" and "Lodge/Resort" at 15.0 and 10.9 days respectively. The length of stay associated with all other types of accommodation was fairly well equal. Also in 1969, and in relation to visitor-party days, the same general pattern as seen previously for Americans, also holds for other province visitors. Namely that 39 per cent of all respondent-parties who used motels, generated about 34 per cent of the total number of visitor-party days, and about 41 per cent of the campers generated about 42 per cent of the visitor-party days. The only exception between both origins appears in the use of the friends/relatives' homes category, where other province visitors using this type accounted for about 12 per cent of the visitor-party days.

In summary, the pattern presented by the long-term U.S. visitors to the Information Centres somewhat parallels that obtained from the "U.S. Auto Exit Study 1969", in that the cheaper forms of accommodation such as ~~own~~ cottage, campsite, and housekeeping cottage were used for longer periods of times, whereas the more expensive (hotels and motels) were used for shorter lengths of stay.

By Grouped Main Reason* (First Preference Only):

(i) U.S. Visitors:

Table No. 11, p. 28, outlines accommodation use by grouped main reasons for visiting Ontario, by U.S. visitors in 1970. Of those who indicated visiting friends/relatives as their main reason, 32 per cent used the home of friends/relatives, (a high percentage, as would be expected), and about 44 per cent used motels and 16 per cent used campsites. In regards to "Outdoor Activities", about 53 per cent used motels, and about 36 per cent used campsites. Those giving urban-based activities as the prime reason indicated a very high preference for motels and hotels, about 79 per cent, and camping, of course, had little influence in this grouping. Respondents giving a "Combined Urban/Outdoor Activities" reason, made even higher use of motels and hotels (81%), with camping at

* Source: For various categories within main groupings, see Table No. 16, p. 44.

15 per cent. Of those who indicated "Business Purposes", about 82 per cent used hotels and motels. Variations between 1969 and 1970 were not significant.

(ii) Other Province Visitors:

The pattern of accommodation use by grouped main reason is quite comparable with the American one. The main differences lie in the fact that other province visitors make far greater use of campsites no matter what the grouped main reason for visiting, and this reaches its peak in relation to "Outdoor Activities", when in 1970 about 51 per cent of the respondent-parties used this type of accommodation. As a result, motel and hotel use is proportionately lower than by Americans, but also remains quite significant for all grouped main reasons. The use of friends and relatives' homes is also quite noticeable for "Urban-Based Activities", wherein 10 per cent of the respondents used this type (see Table No. 12, p. 29).

In summary, there is a very close association between main reason for visiting and type of accommodation used. Those mainly interested in outdoor activities make far greater use of campsites and motels, and those involved in urban activities utilize motels and hotels to a much larger degree.

By Occupation:

(i) U.S. Visitors:

Table No. 13, p. 30, provides the cross-tabulation of occupation by type of accommodation used for 1969. There does not appear to be any close association between the two variables. Professionals had a slightly higher use of hotels, about 4 per cent of the respondents indicating so.

About 65 per cent of the "Clerical" group used motels, with this group having the highest incidence of use. The incidence of campsite use was fairly consistent throughout all occupational groupings. As expected, the highest use of homes of friends and/or relatives in relative terms, was by the "Retired" group, with about 6 per cent of them using this type.

(ii) Other Province Visitors:

Table No. 14, p. 31, indicates, as for U.S. visitors, no distinct pattern between occupational grouping and accommodation type use. All groups made very high use of camping, and relatively high use of friends and/or relatives' homes.

In summary, it appears that occupational groupings are not main determinants in relation to accommodation usage; for example, perhaps camping appeals to all occupational types who are outdoor oriented because this form of outdoor

recreation currently precipitates a favourable attitude amongst all outdoor recreationists.

By Previous Visitation:

See Appendix I, Table A-3 for details. No definite pattern was established in a cross-tabulation with type of accommodation used.

Table No. 8

PLANNED TYPE OF ACCOMMODATION USE, (WHERE OVERNIGHT STAY WAS REQUIRED) BY ORIGIN,
1968, 1969 and 1970
(In Per Cent)

Type of Accommodation	U.S. Visitor-Parties			Other Province Visitor-Parties		
	1968	1969	1970	1968	1969	1970
Hotel	5.4%	3.3%	4.1%	4.1%	4.0%	4.7%
Motel	57.7	56.4	55.4	42.1	38.5	38.4
Lodge/Resort	3.2	3.0	2.6	1.6	1.3	1.3
Housekeeping Cottage	2.5	2.5	2.2	3.8	2.6	2.8
Own Cottage	0.7	0.6	0.8	1.1	0.5	0.7
Provincial Campsite	20.4	18.7	20.5	33.9	31.4	29.6
Commercial Campsite	4.8	10.6	10.0	5.2	9.8	9.4
Home of Friends and/or Relatives	3.1	3.6	3.2	6.9	10.8	11.4
Other	2.3	1.2	1.1	1.4	1.2	1.7
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Based on No. of Parties: 189,010 182,130 251,040 28,920 21,950 19,960

Table No. 9

PLANNED TYPE OF ACCOMMODATION USE, BY LENGTH OF STAY, BY PARTY-DAYS, AND BY ORIGIN,
1969 and 1970

Type of Accommodation	U.S. Visitors					1970				
	1969		1970			1969		1970		
	No. of Parties (1)	In Per Cent (2)	Average Length of Stay (3)	Total No. of Party-Days (1)x(3)=(4)	In Per Cent (1)	No. of Parties (1)	In Per Cent (2)	Average Length of Stay (3)	Total No. of Party-Days (1)x(3)=(4)	In Per Cent (1)
Hotel	6,000	3.3%	4.8	28,800	3.1%	10,600	4.0%	4.2	44,520	3.4%
Motel	102,740	56.4	4.2	431,508	46.3	145,560	55.3	4.1	596,796	45.2
Lodge/Resort	5,520	3.0	7.4	40,848	4.4	6,780	2.6	7.2	48,816	3.7
Housekeeping Cottage	4,620	2.5	7.6	35,112	3.8	5,720	2.2	7.1	40,612	3.1
Own Cottage	1,020	0.6	11.3	11,526	1.2	1,940	0.7	15.8	30,652	2.3
Provincial Campsite	34,100	18.7	6.5	221,650	23.8	54,500	20.7	6.0	327,000	24.8
Commercial Campsite	19,290	10.6	5.6	108,024	11.6	27,020	10.3	5.5	148,610	11.3
Home of Friends and/or Relatives	6,610	3.6	6.3	41,643	4.5	8,060	3.1	6.3	50,778	3.8
Other	2,230	1.2	5.7	12,711	1.4	3,080	1.2	10.6	32,648	2.5
Total	182,130	100.0%	5.1*	931,822	100.0%	263,260	100.0%	5.0*	1,320,432	100.0%

*Note: Difference in average length of stay due to exclusion of "Accommodation Not Required" category (See Table No. 6)

Table No. 10

PLANNED TYPE OF ACCOMMODATION USE, BY LENGTH OF STAY, BY PARTY-DAYS, AND BY ORIGIN,
1969 and 1970

Other Province Visitors

Type of Accommodation	1969			1970			
	No. of Parties (1)	In Per Cent (2)	Average Length of Stay (Days) (3)	Total No. of Party-Days (1)x(3)=(4)	In Per Cent (1)	Average Length of Stay (Days) (3)	Total No. of Party-Days (1)x(3)=(4)
Hotel	880	4.0%	8.2	7,216	960	4.6%	7,488
Motel	8,440	38.5	7.4	62,456	7,780	37.0	64,574
Lodge/Resort	280	1.3	10.9	3,052	260	1.2	2,470
Housekeeping Cottage	570	2.6	8.1	4,617	560	2.7	7,560
Own Cottage	110	0.5	15.0	1,650	180	0.9	5,148
Provincial Campsite	6,890	31.4	8.3	57,187	6,440	30.6	66,976
Commercial Campsite	2,140	9.8	8.9	19,046	2,140	10.2	19,902
Home of Friends and/or Relatives	2,370	10.8	9.2	21,804	2,400	11.4	24,960
Other	270	1.2	18.3	4,941	320	1.5	4,288
Total	21,950	100.0%	8.3*	181,969	21,040	100.0%	203,366

*Note: Difference in average length of stay due to exclusion of "Accommodation Not Required" category (See Table No. 7)

Table No. 11

PLANNED TYPE OF ACCOMMODATION USE (WHERE OVERNIGHT STAY REQUIRED), BY GROUPED MAIN REASON
(FIRST PREFERENCE ONLY) AND BY ORIGIN, 1969 and 1970
(In Per Cent)

U.S. Visitors

Main Reason

Type of Accommodation	Visit Friends and/or Relatives		Outdoor Activities		Urban-Based Activities		Combined Urban/Outdoor Activities		Business Purposes	
	1969	1970	1969	1970	1969	1970	1969	1970	1969	1970
Home of Friend and/or Relative	35.2%	32.0%	0.7%	0.6%	2.7%	2.3%	1.0%	1.0%	3.1%	6.3%
Own Cottage	1.0	2.0	0.6	0.8	0.1	0.1	0.2	-	0.5	1.3
Hotel	2.9	2.5	2.5	2.9	6.7	10.9	6.3	9.1	19.9	17.0
Motel	39.5	43.9	54.4	53.2	73.3	68.5	77.5	71.4	64.8	65.4
Lodge/Resort	1.4	1.5	3.5	3.0	1.2	0.5	1.4	1.6	1.0	2.5
Housekeeping Cottage	2.0	2.0	2.9	2.5	0.8	0.6	1.9	1.0	0.5	-
Provincial Campsite	11.4	11.1	22.1	24.5	5.4	7.5	6.1	10.0	4.6	2.5
Commercial Campsite	5.8	4.4	12.3	11.6	6.4	7.7	5.1	4.8	2.0	2.5
Other	0.6	0.7	1.0	0.9	3.3	1.9	0.5	1.0	3.6	2.5
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Based on No. of Parties:

13,910

19,200

130,520

194,150

10,720

17,060

9,570

13,800

1,960

3,130

Table No. 12

PLANNED TYPE OF ACCOMMODATION USE (WHERE OVERNIGHT STAY REQUIRED), BY GROUPED MAIN REASON
(FIRST PREFERENCE ONLY) AND BY ORIGIN, 1969 and 1970
(In Per Cent)

Other Province Visitors

Main Reason

Type of Accommodation	Visit Friends and/or Relatives		Outdoor Activities		Urban-Based Activities		Combined Urban/Outdoor Activities		Business Purposes	
	1969	1970	1969	1970	1969	1970	1969	1970	1969	1970
Home of Friend and/or Relative	33.0%	31.1%	2.0%	1.9%	8.0%	10.0%	-	4.5%	7.1%	3.9%
Own Cottage	0.7	0.6	0.3	1.0	-	-	-	-	-	-
Hotel	2.3	2.2	2.9	3.5	5.7	6.0	14.8	15.9	17.3	21.6
Motel	32.4	32.1	36.1	36.0	62.5	54.0	59.3	61.4	51.0	47.1
Lodge/Resort	0.5	0.3	1.3	1.9	2.3	-	1.2	2.3	1.0	-
Housekeeping Cottage	0.5	1.9	3.6	3.3	-	4.0	2.5	-	1.0	-
Provincial Campsite	22.2	20.0	40.8	40.8	12.5	12.0	18.5	9.1	12.2	15.7
Commercial Campsite	8.1	11.4	12.4	10.1	8.0	8.0	2.5	4.5	2.0	3.9
Other	0.2	0.3	0.6	1.4	1.1	6.0	1.2	2.3	8.2	7.8
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Based on No. of Parties: 5,580 6,300 12,060 11,460 880 1,000 810 880 980 1,020

Table No. 14

PLANNED TYPE OF ACCOMMODATION USE, BY OCCUPATION, AND BY ORIGIN, 1969
(In Per Cent)

Occupation - Other Province Visitors

Type of Accommodation	Professional Manager	Owner/ Manager	Sales	Clerical		Unskilled		Farmer	Student	Retired	Other	Total
				Office	Labour	Labour	Labour					
Hotel	4.4%	6.0%	4.5%	5.5	2.6%	3.2%	-	-	1.0%	3.4%	4.2%	4.0%
Motel	37.4	41.2	48.9	36.2	37.0	29.0	25.8	30.8	50.4	34.0	38.5	
Lodge/Resort	1.6	1.6	1.1	0.6	0.6	-	-	-	0.8	0.9	1.3	
Housekeeping Cottage	3.3	2.2	2.3	3.7	2.6	-	-	1.0	0.8	2.3	2.6	
Own Cottage	0.6	0.5	0.6	-	-	-	-	1.0	0.8	0.5	0.5	
Provincial Campsite	31.9	27.5	33.9	33.7	33.5	41.9	38.7	30.8	24.4	32.6	31.4	
Commercial Campsite	9.9	12.1	2.9	6.7	12.3	6.5	16.1	8.7	8.4	13.5	9.8	
Home of Friends and/or Relatives	10.2	8.8	5.2	13.5	10.0	16.1	19.4	22.1	10.1	7.9	10.8	
Other	0.7	-	0.6	-	0.9	3.2	-	4.8	0.8	4.2	1.2	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Based on No. of
Parties: 7,050 1,820 1,740 1,630 3,490 310 310 1,040 1,190 2,150 21,950

CHAPTER FIVE

PREVIOUS VISITATION TO ONTARIO

Table No. 15, p. 34, details the incidence of previous visitation to Ontario from 1968 to 1970, inclusive. For 1968, about 47 per cent of the U.S. and other province visitors were first-time visitors, and 53 per cent were repeat visitors. The first-time percentages were higher than normal possibly because of the lingering influence of Expo year 1967. The normal pattern seems to have re-established itself in 1970, wherein first-time percentages for U.S. and other province visitors dropped to about 40 and 19 per cent respectively. However, a closer examination by primary U.S. state of origin does reveal a certain pattern. In 1970, only about 18 per cent of visitors from Michigan were visiting for the first time, and similarly, about 31 per cent of New York visitors, with both percentages being well below the mean for all U.S. states. In contrast the first-time percentages for the other primary market states tend to be above the mean, and reach a maximum for the "Other U.S." category at about 62 per cent.

In summary, it is quite apparent that the high repeat visitation for Michigan, New York, and other province visitors, is mainly due to their close proximity to the Ontario border,

and also the higher percentage of same having friends and relatives in Ontario. The ability to attract a favourable first-time ratio of visitors is quite important for the successful growth of any tourist jurisdiction.

It can also be said that one could expect many of the first-time visitors to Ontario to avail themselves of Information Centre services, being that they would be relatively unfamiliar with the province. This is further confirmed by the 1969 U.S. Auto Exit Survey which showed that only 16 per cent of all Americans entering by automobile and staying one or more nights, were first-time visitors.

Table No. 15

INCIDENCE OF PREVIOUS VISITATION TO ONTARIO, BY ORIGIN
1968, 1969, and 1970
(In Per Cent)

Origin	1968*		1969		1970	
	First Visit	Repeat Visit	First Visit	Repeat Visit	First Visit	Repeat Visit
Michigan	-	-	16.9%	83.1%	18.4%	81.6%
New York	-	-	27.0	73.0	30.6	69.4
Ohio	-	-	37.0	63.0	40.8	59.2
Pennsylvania	-	-	42.6	57.4	45.8	54.2
Illinois	-	-	49.9 (2)	50.1	53.5 (2)	46.5
Minnesota	-	-	47.6	52.4	42.0	58.0
New Jersey	-	-	47.0	53.0	52.7	47.3
Wisconsin	-	-	47.0	53.0	51.3	48.7
Massachusetts	-	-	48.9 (3)	51.1	46.5	53.5
Indiana	-	-	47.2	52.8	53.2 (3)	46.8
Other U.S.	-	-	60.8 (1)	39.2	62.2 (1)	37.8
Total U.S.	47.2%	52.8%	37.3%	62.7%	40.1%	59.9%
Other Province	47.7%	52.3%	18.9%	81.1%	19.2%	80.8%

* Note: Breakdown by state not available for 1968.

CHAPTER SIX

MAIN REASONS FOR VISITING ONTARIO

By Origin:

(i) U.S. Visitors:

Table No. 16, p. 44, details the main reasons (first preferences only) for visiting Ontario. Note that the data for 1968 is not strictly comparable with that of 1969 and 1970, due to the slightly different phrasing of this question on the 1968 questionnaire*. The following table illustrates some of the main reasons in rank order, for 1970:

<u>Main Reason</u>	<u>In Per Cent</u>
Touring the Province	23.7%
Quiet Relaxation	18.1
Scenery and Natural Beauty	15.1
Visit Friends and/or Relatives	7.0
Other	6.1
Camping (Tent/Trailer)	5.3
Visiting Cities	5.3

The prime reason given by about 24 per cent of the respondents was "Touring the Province", with the next two most

* See Appendix III-1, Question D.

important reasons being "Quiet Relaxation" and "Scenery and Natural Beauty", being given by about 18 and 15 per cent of the respondents respectively. When all of the main reasons are grouped, it becomes quite clear that outdoor activities are predominant, in that this specific grouping accounted for about 69 per cent of all the respondents. Next in importance, (by excluding the miscellaneous grouping), were the urban-based activities, visiting friends and/or relatives, and combined urban/outdoor activities, at 8, 7, and 5 per cent respectively. This data is very useful for future advertising planning in spite of the fact that the universe of visitors to Travel Information Centres might be limited in absolute terms. Amongst the U.S. visitors to the Centres there are many first-time visitors to Ontario, all of them tourists, and their main reasons for visiting Ontario as well as their initial information sources should be taken into account.

(ii) Other Province Visitors:

Table No. 17, p. 45, outlines the main reasons for other province visitors, and the following table summarizes some of the primary reasons in rank order, for 1970:

<u>Main Reason</u>	<u>In Per Cent</u>
Visit Friends and/or Relatives	28.6%
Touring the Province	19.2
Quiet Relaxation	13.3
Camping (Tent/Trailer)	9.6
Scenery and Natural Beauty	7.9
Business Purposes	4.9
Other	3.5

The prime reason was visiting friends and/or relatives, given by about 29 per cent of the respondents. In fact, the first seven main reasons given are identical to those given by the U.S. visitors. Under grouped main reasons, outdoor activities were also foremost, being given by about 53 per cent of all the respondents. This aggregate was followed by visiting friends and/or relatives, urban-based activities, business purposes, and combined urban/outdoor activities, at 29, 6, 5, and 5 per cent respectively.

For both origins of visitors there were no significant changes when comparing 1969 and 1970, and nothing unusual emerged from the data. For both groups of respondents, the pursuit of outdoor leisure activities was foremost during their visit to Ontario. The main difference in the pattern was occasioned by the higher incidence accorded by other province visitors to visiting friends and/or relatives as

their main reason, which is not unexpected due to the closer familial ties with Ontario. One item of particular interest was the fact that both American and other province visitors indicated far greater use of campsites as accommodation than they indicated camping as a main reason for visiting (see Table No. 8, p. 25). Therefore, it can possibly be said that camping is mainly used as an accommodation base in order to pursue other leisure or recreational activities.

By Length of Stay:

(i) U.S. Visitors:

Table No. 18, p. 46, is a cross-tabulation of grouped main reason for visiting by length of stay. In 1970, and in a relative sense, about 74 per cent of the long-term respondents (one or more nights) indicated outdoor activities as their main reason, as compared to about 57 per cent of the short-term (less than 24 hours) visitors. In contrast, about 11 per cent of the short-term visitors indicated urban-based activities as compared to about 7 per cent of the long-term respondents. In regards to visiting friends and/or relatives, a slightly higher incidence was noted for those who stayed one or more nights.

(ii) Other Province Visitors:

In 1970, the pattern for other province visitors was quite similar to that of Americans with the exception of those indicating outdoor activities. Relatively, about 51 per cent of the short-term visitors indicated this category as compared to about 54 per cent of the long-term respondents. (See also Table No. 18, p. 46).

In summary, the pattern for both origins was as expected. In regards to outdoor activities, and for Americans, these activities are basically long-term in their nature, and would involve the necessity of more trips away from the immediate border areas.

The percentage spread of this particular activity between long- and short-term visitors is less for other province visitors mainly because Manitoba and Quebec/Ontario border areas are less urban in nature, and contain many outdoor activities readily accessible to short-term visitors. Due to the high degree of urbanization of the south-western and south-central portions of Ontario, one would expect that relatively a greater percentage of short-term visitors would be involved in urban-based activities than long-term visitors.

By Previous Visitation:

(i) U.S. Visitors:

For details of the cross-tabulation between selected main reasons for visiting and incidence of previous visitation, see Table No. 19, p. 47. In 1970, there were two main instances where the incidence of first-time visitors was greater than that of repeat visitors in relation to main reason - 29 per cent of the former indicated touring the province as compared to 21 per cent of the latter. Also 7 per cent of the first-time visitors indicated visiting a foreign country, as compared to one per cent of the repeaters. This pattern is fairly well self-explanatory. A higher incidence of repeat visitors indicated main reasons such as quiet relaxation, visit friends and/or relatives, fishing, and all other reasons, due mainly to the fact that these were reasons which would basically require previous trip exposure in order for the respondents to assess their own satisfaction with same. In addition, and especially in relation to all other reasons, many repeat trips were absolutely necessary, particularly in regards to business trips, and combined business and personal trips. Also there was practically no variation between the data for 1969 and 1970 (see also Appendix I, Table A-4).

(ii) Other Province Visitors:

The pattern for other province visitors was once again very similar to that for American visitors. For example, about 32 per cent of the first-time visitors indicated the main reason touring the province, as compared to approximately 17 per cent of the repeaters. Once again, a higher incidence of repeat visitors giving those main reasons alluded to by Americans in the previous section, indicates either first-trip satisfaction, or trip necessity. (See also Table No. 19, p. 47).

By Occupation of Visitor-Party Heads:

(i) U.S. Visitors:

Table No. 20, p. 48, provides a cross-tabulation of occupation of visitor-party heads and grouped main reasons for visiting, for 1969. In an absolute sense, the professional class dominated each of the grouped main reasons, followed by the skilled/unskilled labour class, (see Column 2 of table). Also, outdoor activities was the main grouped reason for visiting, with about 57 to 77 per cent of each occupational class giving this reason.

In general, it can be said that the professional and white-collar classes tend to indulge to a greater extent in urban-based activities and in business purposes (with the exception of the clerical class in the latter). The owner/manager,

blue collar, and retired classes tend to participate to a larger degree in outdoor activities, with, and conversely, a lower participation rate in urban-based activities for the latter two classes. The retired class delegates a greater degree of importance to visiting friends/relatives, whereas the sales/clerical/labour classes relegate this main reason to a more minor position. It must be borne in mind however, that all other grouped main reasons are of minor importance relative to outdoor activities.

(ii) Other Province Visitors:

Table No. 21, p. 49, indicates for other province visitors, a pattern somewhat similar to that for American visitors in that logical clusters between the two variables are readily observable. Once again, the highest percentage of respondents in each occupational class indicated their main reason as being outdoor activities, and in an absolute sense, the professional class contributed the greatest number of respondents to each grouped main reason. There appear to be inconsistencies in the various associations between grouped main reasons and occupational class, and this may be due in part to the sample size. With some degree of reliability it can be said that the "Professional", "Owner/Manager", and

"Sales" classes are involved to a much greater extent in business trips, and a higher incidence of respondents in the "Retired" class indicate visiting friends and relatives as their main reason for visiting.

Table No. 16

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING ONTARIO
BY U.S. VISITORS, 1968, 1969 and 1970
(In Per Cent)

Main Reasons	1968	1969	1970
<u>A. Pleasure</u>			
1. <u>Visit Friends and/or Relatives</u>	9.1%	7.3%	7.0%
	9.1%	7.3%	7.0%
2. <u>Outdoor Activities</u>			
Quiet Relaxation	35.2	18.3	18.1
Seeking Diverse Climate	5.5	0.9	0.7
Touring the Province	25.1	23.3	23.7
Scenery and Natural Beauty	13.3	14.8	15.1
Fishing	2.3	4.8	4.6
Hunting	0.1	0.3	0.2
Camping (Tent)	0.3	2.1	5.3
Camping (Trailer)	0.2	2.9	
Boating	—*	0.2	0.5
Cruising	—*	0.3	
Canoeing	—*	0.1	
Other Water Sports	—*	0.3	0.2
Winter Sports	—*	0.1	0.2
Total 2.	82.0%	68.4%	68.6%
3. <u>Urban-Based Activities</u>			
Visiting Cities	3.4	4.9	5.3
Attending a Special Event	0.5	1.7	2.0
Shopping	—**	0.7	0.7
Reasonable Cost in Canada	0.1	0.1	0.1
Total 3.	4.0%	7.4%	8.1%
4. <u>Combined Urban/Outdoor Activities</u>			
Visiting Historic Sites	0.8	2.5	2.0
Honeymoon	0.5	2.4	2.7
Scientific Interests	0.1	0.3	0.4
Hobbies (Antiques, Etc.)	0.1	0.3	0.3
Total 4.	1.5%	5.5%	5.4%
5. <u>Miscellaneous</u>			
Visiting a Foreign Country	0.5	4.1	3.7
Other	2.5	6.2	6.1
Total 5.	3.0%	10.3%	9.8%
Sub-Total A	99.6%	98.9%	98.9%
<u>B. Business Purposes</u>	0.5	1.2	1.3
Sub-Total B	0.5%	1.2%	1.3%
<u>Total - All Reasons</u>	100.0%	100.0%	100.0%
Based on No. of Parties:	222,780	219,220	301,1

* Less than 0.5%

** Not included in 1968

Table No. 17

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING ONTARIO
BY OTHER PROVINCE VISITORS, 1968, 1969 and 1970
(In Per Cent)

Main Reasons	1968	1969	1970
A. Pleasure			
1. <u>Visit Friends and/or Relatives</u>	25.5%	24.9%	28.6%
	25.5%	24.9%	28.6%
2. <u>Outdoor Activities</u>			
Quiet Relaxation	36.6	15.7	13.3
Seeking Diverse Climate	5.6	0.6	0.4
Touring the Province	19.8	17.4	19.2
Scenery and Natural Beauty	5.4	6.3	7.9
Fishing	0.7	1.6	1.4
Hunting	—*	0.1	—
Camping (Tent)	0.5	6.1	9.6
Camping (Trailer)	0.2	4.9	
Boating	0.1	0.5	0.9
Cruising	—*	0.6	
Canoeing	—*	0.1	
Other Water Sports	0.1	0.6	—
Winter Sports	—*	0.1	0.1
Total 2.	69.0%	54.6%	52.8%
3. <u>Urban-Based Activities</u>			
Visiting Cities	2.7	2.7	3.4
Attending a Special Event	—*	1.6	2.2
Shopping	—**	0.4	0.1
Reasonable Cost in Canada	—*	—	—
Total 3.	2.7%	4.7%	5.7%
4. <u>Combined Urban/Outdoor Activities</u>			
Visiting Historic Sites	0.6	2.6	1.6
Honeymoon	0.1	1.9	2.5
Scientific Interests	0.1	0.2	0.3
Hobbies (Antiques, Etc.)	—*	0.2	0.1
Total 4.	0.8%	4.9%	4.5%
5. <u>Miscellaneous</u>			
Visiting a Foreign Country	—	0.2	0.3
Other	0.9	5.9	3.5
Total 5.	0.9%	6.1%	3.8%
Sub-Total A	98.9%	95.2%	95.4%
B. <u>Business Purposes</u>	1.2	4.8	4.9
Sub-Total B	1.2%	4.8%	4.9%
Total - All Reasons	100.0%	100.0%	100.0%
Based on No. of Parties:	31,760	24,520	22,000

* Less than 0.5%

** Not included in 1968

Table No. 18

GROUPED MAIN REASONS (FIRST PREFERENCE) FOR VISITING ONTARIO, BY LENGTH OF STAY,
AND BY ORIGIN, 1969 AND 1970
(In Per Cent)

Length of Stay

Grouped Main Reason	<u>U.S. Visitors</u>			<u>Other Province Visitors</u>		
	Less Than 24 Hours	One or More Nights		Less Than 24 Hours	One or More Nights	
	1969	1970		1969	1970	
Grouped Main Reason						
Visit Friends and/or Relatives	6.0%	5.8%	7.8%	14.7%	20.1%	27.1%
Outdoor Activities	53.6	57.4	74.2	46.3	50.8	56.2
Urban-Based Activities	11.0	10.5	5.9	9.0	8.9	4.1
Combined Urban/Outdoor Activities	6.1	5.6	5.3	10.4	6.2	3.9
Business Purposes	1.6	1.4	1.0	5.4	7.8	4.4
Miscellaneous	21.7	19.4	5.8	14.2	6.2	4.3
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	61,290	96,560	153,610	3,670	3,580	20,420
			219,080			19,540

Table No. 19

SELECTED MAIN REASONS (FIRST PREFERENCE) FOR VISITING,
BY PREVIOUS VISITATION, AND BY ORIGIN, 1969 and 1970
(In Per Cent)

Selected Main Reasons for Visiting	U.S. Visitors				Other Province Visitors							
	First Visit 1969	First Visit 1970	Repeat Visit 1969	Repeat Visit 1970	First Visit 1969	First Visit 1970	Repeat Visit 1969	Repeat Visit 1970				
			Rank	Rank			Rank	Rank				
Touring the Province	28.5%	29.3%	(1)	20.2%	21.1%	(1)	28.0%	31.9%	(1)	14.9%	17.4%	(2)
Quiet Relaxation	16.4	16.4	(2)	19.5	19.0	(2)	14.7	8.9	(4)	15.8	14.5	(4)
Scenery and Natural Beauty	15.1	15.9	(3)	14.7	14.2	(3)	7.5	7.5	(5)	6.0	7.9	-
Visit Friends and/or Relatives	4.0	3.6		9.3	8.9	(5)	18.2	25.2	(2)	26.6	28.8	(1)
Visiting Cities	5.7	5.3		4.4	5.1		2.4	6.2		2.8	2.6	
Visiting a Foreign Country	7.7	7.0	(5)	1.9	1.3		-	0.4		-	0.2	
Visiting Historic Sites	2.8	2.0		2.3	1.9		1.9	1.8		2.8	1.6	
Fishing	3.2	3.1		5.7	5.3		0.6	1.3		1.9	1.6	
Camping (Tent/Trailer)	4.8	5.0		5.1	5.3		11.3	5.8		11.0	9.9	(5)
All Other Reasons	11.9	12.2	(4)	16.9	18.0	(4)	15.4	11.1	(3)	18.3	15.4	(3)
Total	100.0%	100.0%		100.0%	100.0%		100.0%	100.0%		100.0%	100.0%	
Based on No. of Parties:	81,570	127,880		137,090	191,060		4,680	4,520		19,770	18,940	

Table No. 20

GROUPED MAIN REASONS (FIRST PREFERENCE) FOR VISITING ONTARIO, BY OCCUPATION, BY U.S. VISITORS, 1969
(In Per Cent)

Grouped Main Reasons (First Preference Only)

Occupation	Based on No. of Parties	Visit Friends and/or Relatives	Outdoor Activities	Urban Based Activities	Combined Urban/Outdoor Activities	Business Purposes	Miscellaneous	Total, All Grouped Main Reasons Combined
		(1) (2)	(1) (2)	(1) (2)	(1) (2)	(1) (2)	(1) (2)	
Professional	67,570	7.4% 34.2%	67.2% 32.3%	8.3% 36.6%	5.1% 30.9%	2.0% 52.2%	10.0% 32.1%	32.9%
Owner/Manager	20,190	6.0 8.3	72.2 10.4	7.0 9.2	4.6 8.3	1.7 13.7	8.5 8.1	9.8
Sales	12,610	6.1 5.3	66.1 5.9	8.2 6.8	6.3 7.1	2.1 10.2	11.2 6.7	6.1
Clerical/Office	12,760	6.7 5.9	67.9 6.2	8.9 7.4	6.4 7.3	0.2 1.2	9.9 6.0	6.2
Skilled Labour	40,410	6.3 17.5	72.3 20.8	6.4 16.8	5.9 21.2	0.5 8.2	8.6 16.5	19.7
Unskilled Labour	4,970	5.6 1.9	71.8 2.5	6.8 2.2	5.6 2.5	0.6 1.2	9.5 2.2	2.4
Farmer	3,450	5.5 1.3	76.8 1.9	4.6 1.0	4.3 1.3	0.6 0.8	8.1 1.3	1.7
Student	11,610	7.1 5.7	57.2 4.7	9.8 7.4	9.1 9.5	0.5 2.4	16.2 9.0	5.6
Retired	16,160	12.0 13.3	70.4 8.1	4.7 4.9	2.8 4.1	0.2 1.2	9.9 7.6	7.9
Other	15,640	6.3 6.7	65.2 7.3	7.5 7.7	5.6 7.8	1.5 9.0	13.9 10.4	7.6
Total	205,370	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Based on No. of Parties:

14,610
(7.1%)
15,370
(7.5%)
11,180
(5.4%)
2,550
(1.2%)
21,000
(10.2%)

1) Percentage of respondents in given occupation class, indicating a particular main reason grouping relative to all other groupings (Row Percentage)

2) Percentage of all those indicating a particular main reason grouping found in each occupation class (Column Percentage)

Table No. 21

GROUPED MAIN REASONS (FIRST PREFERENCE) FOR VISITING ONTARIO, BY OCCUPATION, BY OTHER PROVINCE VISITORS, 1969
(In Per Cent)

Grouped Main Reasons (First Preference Only)

Occupation	Based on No. of Parties	Visit Friends and/or Relatives		Outdoor Activities		Urban Based Activities		Combined Urban/Outdoor Activities		Business Purposes		Miscellaneous		Total, All Grouped Main Reasons Combined
		(1)	(2)	(1)	(2)	(1)	(2)	(1)	(2)	(1)	(2)	(1)	(2)	
Professional	7,710	24.4%	31.8%	55.0%	32.9%	4.2%	28.1%	4.2%	26.7%	6.2%	41.7%	6.1%	31.8%	32.4%
Owner/Manager	2,080	25.5	9.0	58.2	9.4	5.3	9.6	1.9	3.3	5.3	9.6	3.8	5.4	8.8
Sales	2,110	15.2	5.4	56.9	9.3	5.2	9.6	7.1	12.5	7.6	13.9	8.1	11.5	8.9
Clerical/Office	2,040	22.5	7.8	57.4	9.1	7.4	13.2	4.9	8.3	2.0	3.5	5.9	8.1	8.6
Skilled Labour	4,110	21.7	15.1	58.2	18.6	4.4	15.8	7.8	26.7	2.4	8.7	5.6	15.5	17.3
Unskilled Labour	350	11.4	0.7	51.4	1.4	8.6	2.6	14.3	4.2	-	-	14.3	3.4	1.5
Farmer	320	31.3	1.7	50.0	1.2	9.4	2.6	3.1	0.8	-	-	6.3	1.4	1.3
Student	1,170	31.6	6.3	43.6	4.0	2.6	2.6	5.1	5.0	5.1	5.2	12.0	9.5	4.9
Retired	1,390	42.4	10.0	43.9	4.7	6.5	7.9	2.9	3.3	2.2	2.6	2.2	2.0	5.9
Other	2,480	29.4	12.4	48.8	9.4	3.6	7.9	4.4	9.2	6.9	14.8	6.9	11.5	10.4
Total	23,760		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%	
Based on No. of Parties:			5,910 (24.9%)		12,880 (54.2%)		1,140 (4.8%)		1,200 (5.1%)		1,150 (4.8%)		1,480 (6.2%)	
1) Percentage of respondents in given occupation class, indicating a particular main reason grouping relative to all other groupings (Row Percentage)														
2) Percentage of all those indicating a particular main reason grouping found in each occupation class (Column Percentage)														

CHAPTER SEVEN

VISITOR-PARTY SIZE AND COMPOSITION

U.S. Visitors:

Table No. 22, p. 51, indicates that in 1970, the most common adult party size was two, with this category accounting for 74 per cent of all the respondent-parties. One could therefore assume a husband and wife combination in most cases. This pairing is also most evident due to the high percentage of parties with no children on the trip - this category accounted for about 60 per cent of all respondent-parties. Similar data was also obtained from the "U.S. Auto Exit Survey, 1969". The average party size was 3.4 persons, composed of 2.4 adults and one child, or more accurately, husband and wife with one child.

Other Province Visitors:

An almost identical pattern exists for other province parties as for American parties. Once again, in 1970, about 74 per cent of the respondent-parties were in the form of an adult party of two, and approximately 60 per cent of the parties had no children with them. The average party size of 3.3 was composed of 2.3 adults and one child, or once again husband and wife with one child (see Table No. 22, p. 51).

Table No. 22

SIZE AND COMPOSITION
OF VISITOR-PARTY, BY ORIGIN 1969 and 1970
(In Per Cent)

Number in Party	<u>U.S. Visitors</u>				<u>Other Province Visitors</u>			
	<u>Adults</u>		<u>Children</u>		<u>Adults</u>		<u>Children</u>	
	1969	1970	1969	1970	1969	1970	1969	1970
None	-	-	58.8%	60.4%	-	-	58.2%	60.0%
One	5.1%	5.6%	10.4	10.1	7.2%	7.0%	8.2	9.4
Two	74.3	74.0	14.1	13.7	73.0	74.1	16.5	15.4
Three	8.6	8.5	9.1	8.6	7.7	8.3	9.7	7.7
Over Three	11.9	11.8	7.7	7.2	12.1	10.6	7.4	7.6
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average Size of Party	2.4	2.4	1.0	1.0	2.4	2.3	1.1	1.0
Based on No. of Parties:	224,310	319,520	224,990	319,880	25,440	23,500	25,470	23,540

CHAPTER EIGHT

OCCUPATION OF VISITOR PARTY HEADS

By Origin:

(i) U.S. Visitors:

Table No. 23, p. 57, outlines the occupational structure of American visitors. In 1969, 33 per cent of all visitor-party heads were in the "Professional" class, clearly dominating all other classes. Next, in descending rank order, were the "Skilled/Unskilled Labour", "Owner/Manager", and "Retired" classes which accounted for about 22, 10 and 8 per cent respectively, of all respondents. In 1970, a "Teacher" class was included which accounted for about 11 per cent of all respondents, at the expense of the "Professional" class which accounted for about 23 per cent. However, as all American teachers are recognized as professionals, then combining the two classes together would indicate that actually about 34 per cent of the visitor-party heads were in the "Professional" class. (For more details see also Appendix I, Table A-5).

(ii) Other Province Visitors:

The occupational structure for other province visitors is quite similar to that of the American visitors. In 1970, 26 per cent of the respondents were in the "Professional" class, and about 9 per cent in the "Teacher" class, or a total

of about 35 per cent in the former.

These were followed by the "Skilled/Unskilled Labour" and "Owner/Manager" classes which accounted for about 14 and 10 per cent of the respondents respectively. (See also Table No. 23, p. 57).

By Occupation of All Household Heads:

(i) U.S. Visitors:

Table No. 24, p. 58, presents an index of comparison between heads of visitor-parties and heads of all American households for 1969. It can be seen that there is a greater proportion of visitor-party heads in the "Professional", "Sales", and "Clerical/Office" classes than there is for the heads of all American households (with indices over 100), and that of these three classes, the most significant index is for the "Professional" class. Those respondents in the other occupational classes and those not in the labour force were under represented in comparison to all household heads, as indicated by indices under 100.

(ii) Other Province Visitors:

There is an even greater proportion of other province visitor-party heads in the "Professional", "Sales", "Clerical/Office" classes than for all heads of other province households, as witnessed by indices much higher than those obtained for Americans. Once again the most significant index (521) applies

to the "Professional" class. However, this index is probably overstated due to use of 1961 census data, and the fact that the professional class probably accounts for a much higher percentage of all households currently. As was the case for American visitors, the respondents in the "Others in Labour Force" (consisting mainly of skilled and unskilled labour), and "Others Not in Labour Force" were under represented in comparison to all household heads. (See also Table No. 24, p. 58).

Thus, in summary, it may be said, that of those American and other province visitors using the Travel Information Centres, not only are the greatest number in the professional class (in an absolute sense), but also they have the highest incidence of visiting the Travel Information Centres when compared to all heads of households. Conversely, the "Skilled /Unskilled Labour" classes, though they rank second in an absolute sense, are well under representative of all heads of households in these two classes.

By Average Length of Stay:

(1) U.S. Visitors:

Table No. 25, p. 59, presents the average length of stay by occupational class, and the contribution of each class towards the percentage mix of the total number of visitor-party days, for 1969. In regards to the average length of stay, there is insignificant variation about the mean of 4.4 days for each class, with the exception of the "Retired" class which

averaged 6.5 days. Of the total number of visitor-party days, each class accounted for a percentage share of same which was approximately equal to the percentage share of that class in the overall number of respondent-parties. The "Professional" class, as expected, accounted for about 33 per cent of the total number of visitor-party days. Relatively speaking, the significance of the "Retired" class is quite apparent, in that about 8 per cent of the respondents spent approximately 12 per cent of the total number of visitor-party days.

(ii) Other Province Visitors:

Table No. 26, p. 60, indicates that there was somewhat more variation about the mean length of stay for all occupational classes which may be due in part to the smaller sample sizes which would tend to negate any comment on the "Unskilled Labour" and "Farmer" classes. The very high average length of stay of about 20 days for "Students" would not be too meaningful as their type of travel could largely be described as being indiscriminate in nature and contributing very little to any local expenditures.

In regards to the percentage share of the total number of visitor-party days, the "Professional" class accounted for about 34 per cent of same, and the white collar classes, relatively speaking, accounted for percentage shares which were proportionately smaller in relation to their percentage mix within the total number of respondent-parties.

In summary, it may be said that there is very little difference between U.S. and other province visitor-party heads in relation to the proportionate share of the total number of visitor-party days accounted for by all of the occupational classes for both origins. Relatively, the other province respondents are more prominent in that their average length of stay is approximately twice that of Americans.

By Previous Visitation:

A cross-tabulation of previous visitation by occupational class did not present any significant data. (See Appendix I, Table A-6).

Table No. 23

OCCUPATION OF VISITOR-PARTY HEADS, BY ORIGIN, 1969 and 1970
(In Per Cent)

Occupation	U.S. Visitors		Other Province Visitors	
	1969	1970	1969	1970
Professional	32.9%	23.2%	32.8%	26.1%
Owner/Manager	9.8	9.2	8.8	10.2
Sales	6.1	6.3	8.8	7.4
Clerical/Office	6.2	5.9	8.5	8.0
Skilled Labour	19.7	17.9	17.3	13.0
Unskilled Labour	2.4	2.4	1.5	1.1
Farmer	1.7	1.7	1.3	1.6
Student	5.6	6.8	4.9	6.1
Retired*	7.9	-	5.8	-
Teacher**	-	11.0	-	9.2
Other	7.6	15.7	10.4	17.5
Total	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	206,610	301,820	23,990	22,000

* This category not included in 1970

** This category not included in 1969

Note: Occupation groupings not included in 1968 Questionnaire

Table No. 24

OCCUPATION OF VISITOR-PARTY HEADS AS COMPARED TO OCCUPATION OF ALL HEADS OF
HOUSEHOLDS, BY ORIGIN, 1969

Occupation	Residents of U.S.A.			Residents of Other Provinces		
	Heads of Households* (Per Cent)	Heads of Visitor-Parties (Per Cent)	Index (2) (1) x100=(3)	Heads of Households** (Per Cent)	Heads of Visitor-Parties (Per Cent)	Index (5) (4) x100=(6)
Professional	10.7%	32.9%	307	6.3%	32.8%	521
Owner/Manager	10.9	9.8	90	9.4	8.8	94
Sales	5.6	6.1	109	4.3	8.8	205
Clerical/Office	4.8	6.2	129	5.5	8.5	155
Others in Labour Force***	43.8	31.4	72	53.3	30.5	57
Others not in Labour Force****	24.2	13.5	56	21.1	10.7	51
Total	100.0%	100.0%		100.0%	100.0%	
Based on No. of Households:	60,446,000			2,913,855		
Based on No. of Parties:		206,610				23,990

* U.S.A.: U.S. Series P60, No. 57 & 60, Dec. 17/68, Jan. 30/69
 ** Canada: D.B.S. 93-512, Tables No. 23 and 31, 1961 Census
 *** Includes "Skilled and Unskilled Labour", "Other", and "Farmer" Classes
 **** Includes Students and Retired Classes

Table No. 25

OCCUPATION OF VISITOR-PARTY HEADS, BY LENGTH OF STAY, BY PARTY DAYS,
AND BY ORIGIN, 1969

U.S. Visitors

Occupation	No. of Parties (1)	In Per. Cent (2)	Average Length of Stay (Days) (3)	Total No. of Party Days (1)x(3)=(4)	In Per Cent
Professional	67,930	32.9%	4.5	305,685	33.4% (1)
Owner/Manager	20,270	9.8	4.4	89,188	9.8 (4)
Sales	12,700	6.1	4.0	50,800	5.6 (5)
Clerical/Office	12,830	6.2	3.8	48,754	5.3
Skilled Labour	40,620	19.7	4.3	174,666	19.1 (2)
Unskilled Labour	5,000	2.4	3.8	19,000	2.1
Farmer	3,470	1.7	3.5	12,145	1.3
Student	11,670	5.6	4.0	46,680	5.1
Retired	16,340	7.9	6.5	106,210	11.6 (3)
Other	15,780	7.6	3.9	61,542	6.7
Total	206,610	100.0%	4.4	914,670	100.0%

Table No. 26

OCCUPATION OF VISITOR-PARTY HEADS, BY LENGTH OF STAY, BY PARTY DAYS,
AND BY ORIGIN, 1969

Other Province Visitors

Occupation	No. of Parties (1)	In Per Cent (2)	Average Length Stay (Days) (3)	Total No. of Party Days (1)x(3)=(4)	In Per Cent
Professional	7,860	32.8%	8.7	68,382	33.6% (1)
Owner/Manager	2,100	8.8	6.8	14,280	7.0 (4)
Sales	2,120	8.8	5.6	11,872	5.8
Clerical/Office	2,040	8.5	5.8	11,832	5.8
Skilled Labour	4,140	17.3	6.6	27,324	13.4 (2)
Unskilled Labour	360	1.5	10.8	3,888	1.9
Farmer	320	1.3	6.2	1,984	1.0
Student	1,170	4.9	19.6	22,932	11.3 (3)
Retired	1,390	5.8	9.1	12,649	6.2 (5)
Other	2,490	10.4	11.4	28,386	13.9
Total	23,990	100.0%	8.5	203,529	100.0%

CHAPTER NINE

ESTIMATED EXPENDITURE OF U.S. VISITORS
TO TRAVEL INFORMATION CENTRES

Even though expenditure data was not requested on the Travel Information Centre questionnaire, it is still possible to arrive at a reasonable estimate of spending by the American visitors to these Centres, thereby complementing the volume visitation figures given in the Introduction.

We know from the Auto Exit Study (1969) that the average length of stay for U.S. visitors staying in Ontario one or more nights was 5.7 days*, and that the comparable average for Travel Information Centre visitors was 4.4 days in 1969. These two averages were assumed to be essentially identical so that the average expenditure per party per day indicated by the long-term visitors in the Exit Study could be applied to the Information Centre respondents, as follows:

$$\text{Average expenditure per party per day} = \frac{\$143.06^{**}}{5.7(\text{days})} = \$25.10$$

$$\begin{array}{l} \text{Average expenditure per Information} \\ \text{Centre party/length of stay} \end{array} = \$25.10 \times 4.4(\text{days}) = \$110.44$$

$$\begin{array}{l} \text{Average expenditure per Information} \\ \text{Centre visitor/length of stay} \end{array} = \frac{\$110.44}{3.4 \text{ (persons)}} = \$32.48$$

* Source: "U.S. Auto Exit Study, 1969", p. 25

** Source: "U.S. Auto Exit Study, 1969", p. 56

During 1969, the estimated total number of U.S. visitors coming to the Travel Information Centres was 764,966, which represents about 14 per cent of the 5,418,547* U.S. visitors who entered Ontario via auto during 1969 and stayed one or more nights. The total expenditure for both groups of visitors was as follows:

	<u>Number of U.S. Visitors</u>	<u>Average Expenditure Per Visitor Per Length of Stay</u>	<u>Total Expenditure By U.S. Visitors</u>
Visiting Information Centres	764,966 (14.1%)	\$32.48	\$ 24,800,000 (10.2%)
Entering Ontario Via Auto (One or More Nights)	5,418,547 (100.0%)	\$44.85**	\$243,000,000 (100.0%)

In terms of expenditure patterns, U.S. visitors to Travel Information Centres are quite comparable to long-term U.S. visitors entering Ontario via auto, therefore, we can say that the former, who spent about \$24.8 million, accounted for about 10 per cent of the total expenditure of about \$243 million by the latter.

We also know from the Auto Exit Study (1969), that the average expenditure per visitor by auto, per any length of stay, was about \$19.00**, and that the total number of U.S. visitors entering Ontario by auto for the year 1969 was 18,644,295*. Therefore, the total expenditure by this group was as follows:

* Source: Dominion Bureau of Statistics, Catalogue No. 66-201 p. 67, (1968 and 1969)

** Source: "U.S. Auto Exit Study, 1969", p. 22 and 56

18,644,295 x \$19.00 = approx. \$354.2 million

Table No. 27, on the following page, summarizes the foregoing within the perspective of total U.S. visitation and expenditure in Ontario. Therefore, it can be seen that less than 4 per cent of all U.S. tourists visited the Travel Information Centres and accounted for slightly over 5 per cent of the total U.S. expenditure in Ontario, as compared to the other U.S. visitors entering by auto who did not visit the Information Centres, with percentages of about 83 and 69 respectively.

TABLE NO. 27

NUMBER AND EXPENDITURE OF U.S. VISITORS TO ONTARIO, BY VISITATION TO
TRAVEL INFORMATION CENTRES, AND BY MODE OF TRAVEL - 1969

	Number of U.S. Visitors To Ontario	In Per Cent	Related Expenditure	In Per Cent
<u>By Auto</u>				
Visited Information Centres	764,966	(3.6%)	\$ 24,800,000	(5.2%)
Did Not Visit Information Centres	<u>17,879,329</u>	<u>(83.2%)</u>	<u>\$329,400,000</u>	<u>(69.2%)</u>
Sub-total		18,644,295* (86.8%)	\$354,200,000	(74.4%)
<u>By Other Modes</u>		2,832,705 13.2	121,600,000	25.6
TOTAL		21,477,000* 100.0%	\$475,800,000*	100.0%

* Source: Dominion Bureau of Statistics, Catalogue No. 66-201, 1968 and 1969

CHAPTER TEN

SUMMARY PROFILES OF U.S. AND OTHER PROVINCE VISITORS
TO TRAVEL INFORMATION CENTRES*

U.S. Visitors:

Michigan and New York are the primary market States, having generated a little less than half of all the U.S. tourists visiting the Travel Information Centres in 1970. The secondary market, composed of the States of Ohio, Pennsylvania and Illinois, accounted for about 21 per cent of the visitors.

The Niagara-Iroquoia Vacation Area is by far the most popular main destination, accounting for about 23 per cent of the visitors in 1970, with this being about three times as many visitors as the next most popular Vacation Areas, namely Metropolitan and Kent-Essex.

Their average length of stay in 1970 was 4.3 days. About 16 per cent of the visitors did not require accommodation, and of those who did, more than half used motels, with campsites being the next most popular type. The incidence of first-time visitation was about 40 per cent - a favourably high percentage.

Touring the province was given as the main reason for visiting by about 24 per cent of the visitors, followed

* Note: Summary applies to 1970 data only.

by quiet relaxation and scenery/natural beauty. On an aggregate basis, outdoor activities were predominant, accounting for about 69 per cent of all respondents.

The most common party composition was an adult party of two, and the average party size was 3.4 persons, or husband and wife with one child.

In regards to occupational structure, the highest percentage of visitor-party heads were in the professional/teacher class - about 34 per cent, followed by skilled and unskilled labour at about 20 per cent. When compared to the occupational structure of heads of all U.S. households, it is seen that the professional/teacher class has the highest incidence of visiting the Travel Information Centres.

Other Province Visitors:

Quebec generates the greatest number of other province visitors to the Information Centres, as reflected by the fact that in 1970, the three major destinations were the Lower Ottawa Valley, Metropolitan, and Seaway Valley Vacation Areas.

Their length of stay in Ontario was approximately nine days. The accommodation use pattern was roughly equivalent to that by the American visitors with motels and campsites being

most popular. The incidence of first-time visitation was much lower than that for Americans, being about 19 per cent.

Visiting friends and/or relatives was given as the main reason for visiting Ontario, followed by touring the province, whereas U.S. visitors ranked the latter as their foremost reason. On an aggregate basis, outdoor activities were the most prominent.

As for U.S. visitors, the most common party composition was an adult party of two, and the average party size was 3.3 persons, or husband and wife with one child.

Occupational structuring was once again quite similar to the American one in that the highest percentage (about 35 per cent) of visitor-party heads were in the professional/executive class, followed by skilled and unskilled labour at about 14 per cent. When compared to the occupational structure of heads of all other province households, it is seen that the professional/teacher class also has the highest incidence of visiting the Travel Information Centres.

In general, it may be said that the travel habits and characteristics of both U.S. and other province tourists that visit the Travel Information Centres, tend to be essentially similar in terms of party characteristics, and dissimilar in regards to party travel habits.

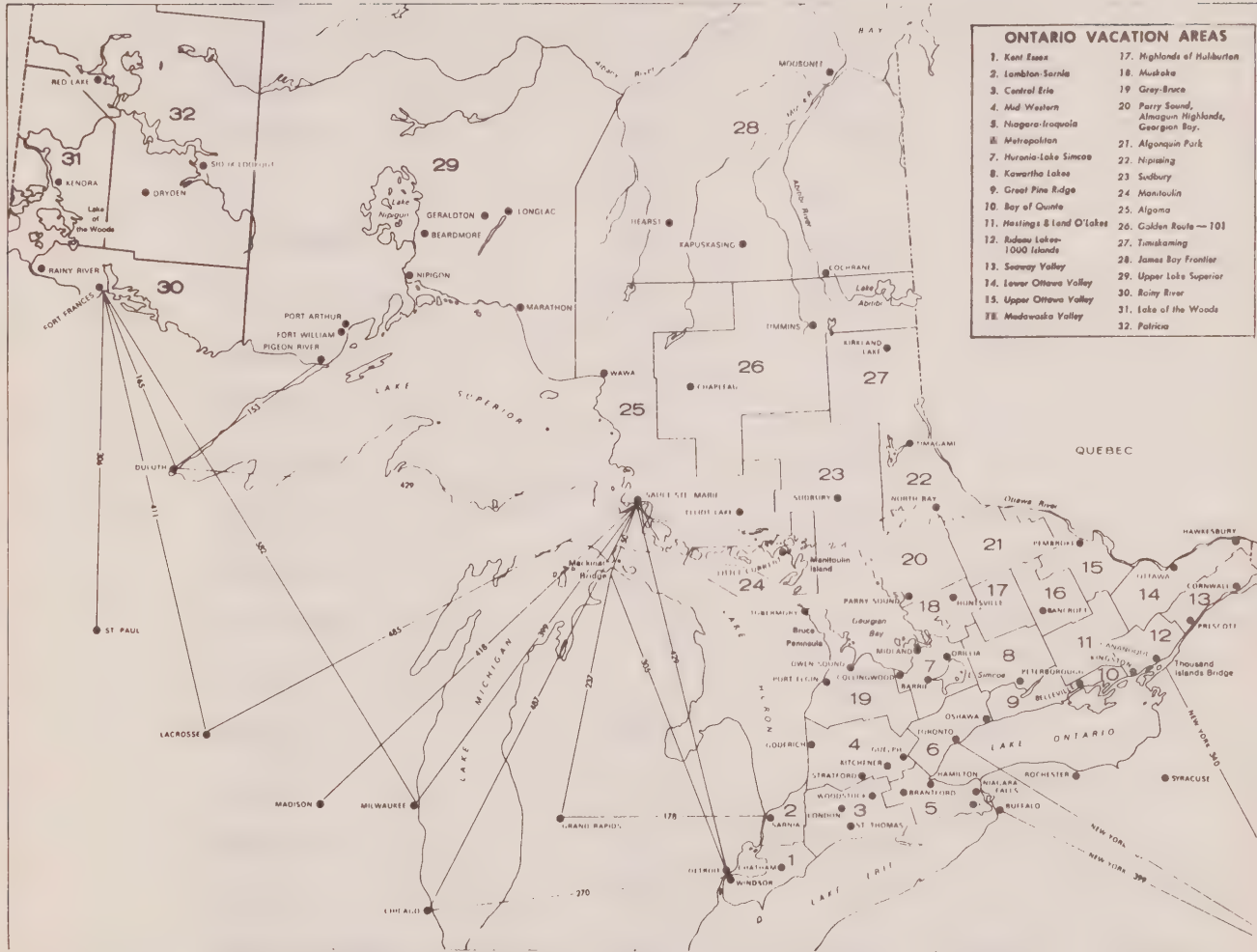
Part II

This section of the report presents more detailed tabular data for each of the thirty-two Vacation Areas as main destinations within the province, for both American and other province visitors. The five tables for each Vacation Area deal specifically with origin, accommodation, main reason for visiting, previous visitation, and occupation.

In general, the data exhibits very little fluctuation from 1968 to 1970 in relation to each of the five tables presented for each Vacation Area, thus pointing out the inherent consistency existent in travel habits when viewed over a relatively short time span. The information might prove of some value as a basic input for the type of tourist development envisioned for each of the Vacation Areas.

Once again it should be mentioned that caution should be exercised in interpreting some of the data due to fragmentation of the base sample into thirty-two sub-samples - this particularly applies to other province visitors. It should once again be noted that percentages will not necessarily add to 100.0 per cent due to computer rounding.

VACATION AREAS - PROVINCE OF ONTARIO



VACATION AREA NO. 1 KENT-ESSEX

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	38.1%	38.5%	40.6%
New York	4.1	2.0	2.3
Ohio	10.6	12.0	11.5
New Jersey	0.9	0.6	0.8
Massachusetts	1.7	1.1	1.0
Pennsylvania	1.6	1.1	1.7
Illinois	8.4	6.9	5.5
Indiana	4.1	5.3	4.5
Wisconsin	1.6	1.5	1.4
Minnesota	1.0	0.8	0.5
California	—*	2.8	2.3
Florida	—*	1.1	1.2
Other U. S.	18.2	15.7	14.6
Quebec	1.7	1.5	0.7
Manitoba	0.3	0.5	0.3
Ontario	7.0	7.8	9.7
Other Canada	0.9	0.8	1.3
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	23,860	23,980	29,200

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO KENT-ESSEX VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	4.2%	4.4%	8.2%	6.5%	5.1%	-
Motel	64.4	63.4	52.0	56.5	40.7	21.9
Lodge	0.7	0.6	0.7	-	-	-
Housekeeping Cottage	0.6	1.4	1.9	-	5.1	3.1
Own Cottage	1.0	0.1	1.7	-	-	-
Provincial Campsite	12.2	14.1	16.6	21.0	13.6	12.5
Commercial Campsite	3.4	5.7	7.0	4.8	8.5	9.4
Home of Friend or Relative	5.3	6.2	7.5	11.3	23.7	40.6
Other	8.2	4.0	4.3	-	3.4	12.5
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	8,180	6,970	8,300	620	590	640

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING KENT-ESSEX VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	8.0%	5.7%	6.2%	29.7%	35.4%	45.5%
Quiet Relaxation	33.4	14.3	13.6	29.7	3.1	6.1
Pleasant Summer Climate	5.0	0.7	1.0	6.3	-	-
Touring the Province	17.2	15.4	14.3	20.3	18.5	18.2
Scenery and Natural Beauty	15.4	11.3	11.7	3.1	-	-
Historic Sites	0.6	4.3	3.1	-	4.6	-
Business Purposes	1.2	1.5	2.0	3.1	6.2	6.1
Attending a Special Event	0.4	0.8	1.9	-	-	-
Visiting Cities	6.6	13.4	15.4	6.3	6.2	9.1
.....						
Fishing	0.7	1.3	1.3	-	-	-
Hunting	0.1	0.1	-	-	-	-
Camping - Tent	0.3	1.2		-	6.2	
Camping - Trailer	-	1.0	2.9	-	4.6	6.1
Boating	0.1	0.1		-	-	
Cruising	0.1	0.2	0.2	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	0.1	0.8	0.9	-	-	-
Winter Sports	0.1	-	0.1	-	-	-
.....						
Honeymoon	0.4	1.0	0.9	-	-	-
Reasonable Costs	0.2	0.1	0.2	-	-	-
Scientific Interests	0.4	0.1	0.1	-	-	-
Hobbies (Collecting Minerals, etc.)	0.2	0.6	0.5	-	-	3.0
Visiting a Foreign Country	1.0	14.9	12.1	-	3.1	6.1
Shopping*	-	2.7	2.4	-	-	-
Other	8.9	8.4	9.6	1.6	12.3	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	18,680	21,130	25,540	640	650	660

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO KENT-ESSEX VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	45.3%	47.5%	42.4%	55.8%	35.5%	38.5%
One Previous Visit	4.3	8.2	7.9	10.9	12.9	11.5
Two " Visits	6.1	7.6	8.4	2.9	3.2	7.7
Three " "	5.2	6.4	6.8	3.6	8.1	15.4
Four " "	3.1	3.7	3.6	1.5	3.2	7.7
Five " "	4.8	4.1	4.1	4.4	6.5	11.5
Six " "	2.1	2.8	3.3	-	3.2	-
Seven " "	0.5	1.0	0.8	-	1.6	-
Eight " "	0.8	0.9	1.1	-	4.8	3.8
Nine " "	0.3	0.5	0.8	-	-	-
Ten or More Previous Visits	27.7	17.2	20.8	21.0	21.0	3.8
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	21,510	20,580	24,640	1,380	620	520

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO KENT-ESSEX VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	31.6%	19.9%	30.6%	21.2%
Teacher*	-	10.0	-	12.1
Owner/Manager	8.1	8.9	11.3	6.1
Sales	7.7	6.7	8.1	6.1
Clerical/Office	7.0	6.7	6.5	9.1
Skilled Labour	18.6	15.8	8.1	3.0
Unskilled Labour	3.2	3.5	3.2	9.1
Farmer	1.2	0.9	-	-
Student	10.4	16.0	14.5	21.2
Retired**	3.5	-	6.5	-
Other	8.7	11.8	11.3	12.1
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. Parties:	20,560	25,720	620	660

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 2 LAMBTON-SARNIA

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	54.1%	61.3%	63.0%
New York	5.8	2.2	1.2
Ohio	3.7	4.3	5.8
New Jersey	1.3	0.4	0.5
Massachusetts	1.5	0.7	0.6
Pennsylvania	1.3	0.7	1.5
Illinois	3.2	2.4	2.4
Indiana	2.2	2.3	3.0
Wisconsin	1.1	0.7	0.5
Minnesota	0.9	1.0	-
California	-.*	1.5	0.9
Florida	-.*	1.3	0.8
Other U.S.	13.5	11.1	10.2
Quebec	0.6	0.2	0.6
Manitoba	0.4	0.3	0.2
Ontario	8.5	8.1	8.3
Other Canada	1.8	1.5	0.6
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	12,430	12,380	13,180

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO LAMBTON-SARNIA VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	3.2%	3.5%	3.6%	- %	4.0%	- %
Motel	48.7	41.6	38.8	41.4	20.0	12.5
Lodge	0.9	2.4	2.2	-	-	-
Housekeeping Cottage	1.3	3.5	2.9	-	-	-
Own Cottage	0.7	1.7	0.7	-	-	-
Provincial Campsite	25.3	28.0	34.5	24.1	20.0	37.5
Commercial Campsite	4.5	8.2	7.9	10.3	-	-
Home of Friend or Relative	9.5	8.0	6.8	20.7	48.0	25.0
Other	6.0	3.0	2.5	3.5	8.0	25.0

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	5,380	4,610	5,560	290	250	160

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING LAMBTON-SARNIA VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	9.8%	9.5%	8.9%	45.2%	54.2%	22.2%
Quiet Relaxation	39.3	23.4	21.8	16.1	4.2	11.1
Pleasant Summer Climate	4.8	0.5	1.0	6.5	-	-
Touring the Province	16.3	13.0	12.3	12.9	4.2	-
Scenery and Natural Beauty	14.8	15.3	18.0	12.9	-	-
Historic Sites	0.5	1.4	0.8	-	-	-
Business Purposes	0.7	1.0	1.2	3.2	4.2	22.2
Attending a Special Event	0.3	0.4	0.7	-	-	11.1
Visiting Cities	1.6	2.6	4.2	3.2	4.2	-
.....						
Fishing	1.3	2.1	2.4	-	-	-
Hunting	0.1	0.3	0.2	-	-	-
Camping - Tent	0.3	3.2		-	8.3	
Camping - Trailer	0.5	3.8	6.6	-	8.3	22.2
Boating	-	0.2		-	-	
Cruising	-	0.3	1.4	-	4.2	-
Canoeing	-	-		-	-	
Other Water Sports	0.2	1.9	1.2	-	-	-
Winter Sports	-	-	0.3	-	-	-
.....						
Honeymoon	0.1	1.2	1.0	-	-	-
Reasonable Costs	0.1	-	0.2	-	-	-
Scientific Interests	0.2	2.7	2.0	-	-	-
Hobbies (Collecting Minerals, etc.)	-	1.0	0.7	-	-	-
Visiting a Foreign Country	0.1	7.2	8.6	-	-	-
Shopping*	-	1.3	1.2	-	-	-
Other	9.0	8.0	5.4	-	8.3	11.1
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	9,690	10,920	11,860	310	240	180

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO LAMBTON-SARNIA VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	25.1%	27.7%	27.0%	61.5%	18.2%	28.6%
One Previous Visit	4.8	5.8	5.4	5.4	4.5	14.3
Two " Visits	5.7	7.1	8.2	3.1	18.2	28.6
Three " "	5.4	6.6	7.0	3.1	13.6	-
Four " "	4.6	5.8	5.0	1.5	9.1	-
Five " "	3.9	6.8	7.8	0.8	4.5	-
Six " "	2.9	3.5	3.3	0.8	4.5	-
Seven " "	1.0	1.5	1.7	0.8	9.1	-
Eight " "	1.1	2.0	1.9	-	-	14.3
Nine " "	0.7	1.0	0.7	-	-	-
Ten or More Previous Visits	44.7	32.1	32.0	23.1	18.2	14.3
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	11,020	10,430	11,500	1,300	220	140

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO LAMBTON-SARNIA VACATION AREA 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	33.6%	20.8%	15.0%	33.3%
Teacher*	-	21.2	-	11.1
Owner/Manager	6.4	7.2	-	-
Sales	5.0	5.4	5.0	-
Clerical/Office	5.5	5.4	10.0	-
Skilled Labour	19.0	13.8	25.0	11.1
Unskilled Labour	3.8	1.5	5.0	-
Farmer	1.1	0.8	5.0	-
Student	11.4	12.3	10.0	33.3
Retired**	8.1	-	10.0	-
Other	6.1	11.6	15.0	11.1
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	9,510	11,900	200	180

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 3 CENTRAL ERIE

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	35.3%	41.0%	40.1%
New York	8.8	6.6	7.1
Ohio	6.3	4.6	9.9
New Jersey	1.1	1.3	1.1
Massachusetts	0.6	1.8	3.2
Pennsylvania	5.1	1.5	1.1
Illinois	4.3	3.5	7.4
Indiana	2.9	4.4	1.8
Wisconsin	1.7	1.3	1.4
Minnesota	1.7	0.7	0.7
California	-*	1.3	2.5
Florida	-*	0.4	1.8
Other U.S.	14.0	9.6	11.7
Quebec	3.4	4.2	2.1
Manitoba	1.1	-	-
Ontario	7.1	12.5	5.7
Other Canada	6.6	5.3	2.5
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	3,510	4,560	5,640

* Not included separately in 1968.

** Totals not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO CENTRAL ERIE VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors		-	%
	1968	1969	1970	1968	1969	1970
Hotel	2.8%	4.6%	2.1%	2.6%	2.4%	-
Motel	62.2	62.0	62.6	39.5	33.3	30.8
Lodge	1.7	1.1	0.5	-	2.4	-
Housekeeping Cottage	1.1	0.4	2.6	-	-	-
Own Cottage	1.7	0.4	-	-	-	-
Provincial Campsite	11.7	10.6	9.5	44.7	28.6	23.1
Commercial Campsite	5.6	6.1	6.8	5.3	7.1	7.7
Home of Friend or Relative	8.3	14.1	14.2	7.9	26.2	30.8
Other	5.0	0.8	1.6	-	-	7.7
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,800	2,630	3,800	380	420	260

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING CENTRAL ERIE VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	18.8%	22.9%	21.0%	45.7%	57.1%	61.5%
Quiet Relaxation	35.4	18.4	13.0	31.4	4.8	15.4
Pleasant Summer Climate	4.6	0.8	1.6	11.4	-	-
Touring the Province	15.4	16.4	15.4	2.9	14.3	15.4
Scenery and Natural Beauty	10.4	11.7	8.7	5.7	-	-
Historic Sites	-	0.6	1.6	-	4.8	-
Business Purposes	2.1	1.7	4.7	-	2.4	-
Attending a Special Event	0.4	4.0	4.0	-	2.4	-
Visiting Cities	2.5	5.9	10.7	2.9	2.4	7.7
.....						
Fishing	2.5	0.6	1.6	-	-	-
Hunting	-	-	-	-	-	-
Camping - Tent	0.4	0.6		-	-	
Camping - Trailer	-	3.4	3.6	-	4.8	-
Boating	-	-		-	-	
Cruising	-	-	-	-	-	-
Canoeing	-	0.3		-	-	
Other Water Sports	-	0.8	-	-	-	-
Winter Sports	-	-	0.4	-	-	-
.....						
Honeymoon	0.8	1.4	0.8	-	-	-
Reasonable Costs	-	0.3	-	-	-	-
Scientific Interests	-	-	0.4	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.6	0.8	-	-	-
Visiting a Foreign Country	0.4	3.4	5.1	-	-	-
Shopping*	-	2.0	1.6	-	-	-
Other	6.3	4.2	5.1	-	7.1	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	2,400	3,540	5,060	350	420	260

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO CENTRAL ERIE VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	26.8%	29.6%	31.8%	32.7%	20.5%	25.0%
One Previous Visit	4.2	7.8	8.4	18.4	7.7	16.7
Two " Visits	5.6	9.0	11.7	10.2	10.3	-
Three " "	7.0	5.7	5.4	6.1	15.4	16.7
Four " "	4.2	5.7	4.6	-	7.7	8.3
Five " "	4.5	6.9	7.1	2.0	7.7	8.3
Six " "	2.8	5.1	1.3	-	2.6	-
Seven " "	0.7	0.3	0.8	-	-	-
Eight " "	1.4	2.7	1.7	-	2.6	-
Nine " "	-	1.2	-	-	2.6	-
Ten or More Previous Visits	42.9	26.3	27.2	30.6	23.1	25.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	2,870	3,350	4,780	490	390	240

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO CENTRAL ERIE VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	34.5%	22.2%	34.1%	7.7%
Teacher*	-	10.7	-	15.4
Owner/Manager	10.0	10.7	12.2	-
Sales	7.2	6.4	-	-
Clerical/Office	8.2	5.2	4.9	23.1
Skilled Labour	16.0	12.7	14.6	30.8
Unskilled Labour	2.2	2.4	-	-
Farmer	0.6	2.4	4.9	-
Student	6.0	7.5	9.8	7.7
Retired**	7.8	-	7.3	-
Other	7.5	19.8	12.2	15.4
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	3,190	5,040	410	260

Note: Occupation category not included in 1968 questionnaire

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 4 MID-WESTERN

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	50.1%	49.1%	46.6%
New York	9.0	9.4	8.3
Ohio	4.2	4.7	6.1
New Jersey	2.5	1.3	1.5
Massachusetts	4.0	0.9	0.3
Pennsylvania	0.7	2.6	4.0
Illinois	1.2	3.8	7.7
Indiana	1.8	1.5	2.5
Wisconsin	1.2	1.1	0.9
Minnesota	1.9	0.6	0.6
California	-*	0.6	1.2
Florida	-*	0.9	2.1
Other U.S.	6.6	8.3	5.5
Quebec	8.3	3.2	2.1
Manitoba	2.3	0.6	-
Ontario	1.1	9.0	8.0
Other Canada	5.1	2.4	2.5
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	7,320	4,680	6,520

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO MID-WESTERN VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	3.8%	6.0%	6.1%	1.8%	7.1%	7.7%
Motel	61.6	54.9	59.3	51.8	42.9	46.2
Lodge	0.9	2.4	0.8	-	3.6	-
Housekeeping Cottage	1.1	0.9	1.2	-	-	-
Own Cottage	1.1	0.9	0.4	1.8	-	-
Provincial Campsite	6.8	6.0	8.9	19.6	25.0	-
Commercial Campsite	4.4	7.2	6.1	5.4	7.1	30.8
Home of Friend or Relative	15.5	14.0	11.0	19.6	14.3	15.4
Other	4.9	7.8	6.1	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	4,530	3,350	4,920	560	280	260

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING MID-WESTERN VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	25.5%	19.2%	17.5%	44.8%	42.9%	53.3%
Quiet Relaxation	29.4	14.9	13.3	27.6	7.1	-
Pleasant Summer Climate	3.3	-	0.4	5.2	-	-
Touring the Province	11.0	7.3	7.7	13.8	21.4	-
Scenery and Natural Beauty	13.1	8.1	9.1	5.2	3.6	6.7
Historic Sites	0.7	1.8	1.4	-	3.6	-
Business Purposes	1.4	4.1	3.5	3.5	-	26.7
Attending a Special Event	4.2	26.3	22.8	-	7.1	6.7
Visiting Cities	4.7	2.5	3.9	-	3.6	-
.....						
Fishing	0.2	1.3	-	-	-	-
Hunting	-	-	-	-	-	-
Camping - Tent	-	1.0		-	-	
Camping - Trailer	0.5	2.5	4.2	-	3.6	-
Boating	0.2	-		-	-	
Cruising	-	-	-	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	0.2	0.3	-	-	-	-
Winter Sports	-	-	0.4	-	-	-
.....						
Honeymoon	-	2.0	0.7	-	3.6	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	0.3	0.7	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.8	1.1	-	-	-
Visiting a Foreign Country	0.5	0.3	2.1	-	-	-
Shopping*	-	0.8	-	-	-	-
Other	5.1	6.6	11.2	-	3.6	6.7
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	5,720	3,950	5,700	580	280	300

* Category excluded in 1968



VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO MID-WESTERN VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	30.9%	16.7%	17.8%	59.3%	10.7%	13.3%
One Previous Visit	6.3	8.1	7.4	9.3	10.7	6.7
Two " Visits	12.6	9.1	6.3	7.4	10.7	20.0
Three " "	10.5	8.1	7.8	11.1	14.3	13.3
Four " "	9.9	6.4	8.1	3.7	-	6.7
Five " "	15.6	7.5	8.1	3.7	7.1	-
Six " "	8.4	3.5	5.6	1.9	-	-
Seven " "	2.1	0.8	1.9	1.9	-	-
Eight " "	3.0	1.6	1.1	1.9	7.1	13.3
Nine " "	0.6	1.3	0.7	-	-	-
Ten or More Previous Visits	-	36.8	35.2	-	39.3	26.7
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	3,330	3,720	5,400	540	280	300

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO MID-WESTERN VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	41.1%	30.5%	30.8%	40.0%
Teacher*	-	25.3	-	-
Owner/Manager	9.8	5.6	11.5	13.3
Sales	5.0	3.5	11.5	-
Clerical/Office	4.2	3.2	7.7	6.7
Skilled Labour	11.5	8.8	15.4	13.3
Unskilled Labour	1.4	0.7	-	-
Farmer	1.1	-	-	6.7
Student	11.7	8.1	3.8	6.7
Retired**	7.3	-	11.5	-
Other	7.0	14.4	7.7	13.3
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	3,580	5,700	260	300

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	28.9%	31.4%	29.4%
New York	9.7	10.3	11.9
Ohio	7.7	7.9	7.7
New Jersey	6.5	3.4	3.9
Massachusetts	5.1	1.9	3.1
Pennsylvania	0.9	6.0	6.3
Illinois	3.6	5.3	4.8
Indiana	2.1	2.5	2.5
Wisconsin	3.1	1.9	2.2
Minnesota	2.9	1.1	1.1
California	.*	2.1	1.9
Florida	.*	1.3	1.6
Other U.S.	18.0	14.2	16.9
Quebec	4.3	3.5	1.8
Manitoba	0.8	0.5	0.3
Ontario	4.3	4.6	3.6
Other Canada	2.0	2.1	1.0
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	50,750	54,670	72,920

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO NIAGARA-IROQUOIA VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	3.9%	3.6%	4.1%	4.6%	4.0%	5.5%
Motel	74.5	70.8	71.1	57.5	51.4	52.7
Lodge	0.4	0.4	0.4	0.3	-	0.9
Housekeeping Cottage	0.4	0.5	0.5	1.7	1.2	0.9
Own Cottage	0.2	0.1	0.2	-	-	-
Provincial Campsite	11.2	9.1	8.0	25.1	23.1	20.0
Commercial Campsite	6.2	12.1	13.3	6.1	12.0	14.5
Home of Friend or Relative	1.5	2.7	2.0	3.2	8.3	4.5
Other	1.8	0.7	0.5	1.5	-	0.9
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	37,670	40,820	55,800	3,460	3,250	2,200

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING NIAGARA-IROQUOIS VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	6.5%	6.9%	5.0%	21.9%	24.6%	22.1%
Quiet Relaxation	34.1	16.5	15.5	36.4	12.3	8.9
Pleasant Summer Climate	6.0	0.6	0.3	6.5	0.9	-
Touring the Province	25.3	19.2	21.8	24.7	25.8	24.8
Scenery and Natural Beauty	19.7	25.7	26.9	6.8	12.3	20.4
Historic Sites	1.0	2.8	1.9	0.9	1.2	0.9
Business Purposes	0.3	1.1	0.9	0.3	2.2	1.8
Attending a Special Event	0.3	0.8	0.7	-	0.3	2.7
Visiting Cities	2.0	4.4	3.4	1.1	3.7	3.5
.....						
Fishing	0.2	0.5	0.5	-	-	-
Hunting	-	0.1	-	-	0.3	-
Camping - Tent	0.2	1.4		-	4.0	
Camping - Trailer	0.3	2.2	2.8	0.6	2.5	4.4
Boating	*	0.1		-	-	
Cruising	-	0.2	0.1	-	0.3	-
Canoeing	-	0.1		-	-	
Other Water Sports	-	-	-	0.3	-	-
Winter Sports	*	-	-	-	-	-
.....						
Honeymoon	1.4	5.1	5.4	0.6	6.2	8.9
Reasonable Costs	0.1	0.1	-	-	-	-
Scientific Interests	0.1	0.1	0.3	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.2	0.2	-	0.3	-
Visiting a Foreign Country	0.2	3.0	4.4	-	0.3	-
Shopping*	-	0.3	0.3	-	-	-
Other	2.3	8.9	9.9	-	2.8	1.8
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	41,960	48,300	67,840	3,520	3,250	2,260

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO NIAGARA-IROQUOIA VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	56.3%	40.9%	47.6%	70.2%	31.0%	27.9%
One Previous Visit	8.2	9.1	8.4	5.0	6.9	5.4
Two " Visits	0.4	10.6	10.2	5.2	7.2	9.9
Three " "	7.8	8.0	6.3	5.7	12.5	11.7
Four " "	4.4	5.3	4.2	3.5	5.6	6.3
Five " "	4.4	5.4	4.3	4.4	6.9	7.2
Six " "	2.2	2.8	2.0	0.9	3.8	4.5
Seven " "	0.6	0.8	1.0	0.4	2.5	0.9
Eight " "	0.9	1.4	1.0	0.2	2.5	-
Nine " "	0.1	0.5	0.4	-	1.3	0.9
Ten or More Previous Visits	6.6	15.1	14.7	4.6	19.7	25.2
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	37,650	46,190	64,520	4,600	3,190	2,220

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO NIAGARA-IROQUOIA VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	29.6%	19.6%	29.6%	25.9%
Teacher*	-	13.1	-	13.4
Owner/Manager	9.6	8.6	9.7	10.7
Sales	6.5	6.5	7.8	7.1
Clerical/Office	6.9	6.4	10.0	11.6
Skilled Labour	23.6	20.1	22.1	9.8
Unskilled Labour	2.7	3.4	1.2	-
Farmer	2.0	1.5	3.1	2.7
Student	4.7	5.6	4.0	3.6
Retired**	6.2	-	4.0	-
Other	8.2	15.4	8.4	15.2
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	43,760	68,040	3,210	2,240

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	16.2%	15.9%	15.9%
New York	14.7	14.8	19.0
Ohio	5.6	7.9	7.0
New Jersey	2.9	2.7	2.9
Massachusetts	2.1	3.1	2.3
Pennsylvania	4.2	4.6	5.7
Illinois	5.5	6.0	5.8
Indiana	1.9	2.7	2.4
Wisconsin	1.1	1.6	2.1
Minnesota	0.9	0.7	1.1
California	- *	1.7	3.5
Florida	- *	1.5	1.0
Other U.S.	13.9	11.5	14.7
Quebec	6.9	5.0	4.0
Manitoba	3.1	1.4	1.2
Ontario	10.9	12.1	6.1
Other Canada	10.3	6.9	5.4
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	18,880	18,070	32,300

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO METROPOLITAN VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors	
	1968	1969	1968	1970
Hotel	13.6%	9.2%	7.2%	4.2%
Motel	63.2	66.5	48.5	41.7
Lodge	0.7	0.3	0.8	0.6
Housekeeping Cottage	0.7	0.3	1.1	2.4
Own Cottage	0.7	0.3	1.1	2.4
Provincial Campsite	0.4	0.1	0.6	-
Commercial Campsite	9.3	7.7	26.0	23.2
Home of Friend or Relative	2.9	7.5	3.1	8.9
Other	8.2	8.1	11.9	17.9
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	11,770	12,700	3,610	3,360

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING METROPOLITAN VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	22.1%	15.3%	12.0%	38.2%	40.3%	50.3%
Quiet Relaxation	26.1	15.6	12.6	22.3	5.2	3.6
Pleasant Summer Climate	3.6	0.5	0.6	3.3	-	0.6
Touring the Province	24.0	22.8	24.5	25.3	16.3	18.3
Scenery and Natural Beauty	8.3	8.2	10.6	4.1	2.1	4.1
Historic Sites	0.7	2.7	0.7	-	-	1.2
Business Purposes	1.7	3.1	3.1	1.1	13.3	7.1
Attending a Special Event	2.9	5.6	6.2	-	2.6	3.0
Visiting Cities	6.6	12.3	16.1	3.5	5.6	4.1
.....						
Fishing	1.1	0.1	0.3	0.5	-	-
Hunting	0.1	0.1	0.1	-	-	-
Camping - Tent	-	1.4		0.5	5.2	
Camping - Trailer	-	1.9	1.8	-	3.0	4.1
Boating	0.1	-		-	-	
Cruising	0.1	0.2	-	-	-	-
Canoeing	-	0.1		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	0.1	0.1	-	0.3	0.4	-
.....						
Honeymoon	0.1	2.3	3.2	-	1.7	1.8
Reasonable Costs	-	0.1	-	-	-	-
Scientific Interests	0.2	0.1	0.4	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.3	0.2	-	-	-
Visiting a Foreign Country	0.2	2.8	2.3	-	-	-
Shopping*	-	0.7	0.2	-	-	0.6
Other	2.4	3.5	5.2	0.8	4.3	0.6
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	12,360	13,360	26,900	3,670	2,330	3,380

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO METROPOLITAN VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	46.0%	40.2%	44.6%	58.9%	24.1%	25.2%
One Previous Visit	8.3	8.6	7.4	7.7	5.8	7.4
Two " Visits	8.9	9.8	10.2	10.0	10.7	8.6
Three " "	8.6	8.0	6.1	6.8	7.6	9.8
Four " "	5.1	6.4	5.1	2.2	9.8	6.1
Five " "	6.0	4.2	4.5	2.9	4.9	9.8
Six " "	2.5	2.8	2.9	1.5	2.7	5.5
Seven " "	0.8	0.9	1.0	-	0.9	1.8
Eight " "	1.1	1.0	1.3	1.2	0.4	2.5
Nine " "	0.2	0.3	0.5	-	2.7	-
Ten or More Previous Visits	12.6	17.7	16.4	9.2	30.4	23.3
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	10,740	12,880	25,800	4,140	2,240	3,260

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO METROPOLITAN VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	38.6%	31.2%	38.3%	25.7%
Teacher*	-	10.5	-	9.4
Owner/Manager	11.0	8.3	7.5	8.2
Sales	6.8	6.3	6.2	6.4
Clerical/Office	6.8	6.5	5.7	5.3
Skilled Labour	14.1	14.4	14.5	16.4
Unskilled Labour	1.6	1.0	1.3	2.9
Farmer	1.3	0.5	1.3	0.6
Student	6.8	9.1	6.2	9.4
Retired**	6.8	-	8.4	-
Other	7.1	12.3	10.6	15.8
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	12,710	26,900	2,270	3,420

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	4.9%	5.9%	7.2%
New York	4.1	4.1	5.7
Ohio	2.4	3.4	5.0
New Jersey	0.2	0.5	1.2
Massachusetts	0.1	0.4	0.3
Pennsylvania	2.5	1.7	2.0
Illinois	0.6	0.5	0.9
Indiana	0.6	0.7	0.3
Wisconsin	0.3	0.1	0.3
Minnesota	0.2	0.1	-
California	- *	0.4	0.5
Florida	- *	0.5	-
Other U.S.	2.8	2.0	2.5
Quebec	2.4	2.0	2.5
Manitoba	0.3	0.3	0.1
Ontario	76.6	75.5	68.7
Other Canada	2.2	2.1	1.4
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	11,800	13,300	15,220

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO HURONIA-LAKE SIMCOE VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors			
	1968	1969	1970	1968	1969	1970
Hotel	3.2%	3.5%	4.0%	3.9%	1.9%	3.4%
Motel	45.2	46.7	46.5	45.1	35.8	58.6
Lodge	7.5	7.3	9.0	5.9	5.7	3.4
Housekeeping Cottage	11.8	7.3	4.5	-	3.8	3.4
Own Cottage	2.7	1.5	3.0	2.0	-	3.4
Provincial Campsite	17.2	14.3	16.5	23.5	24.5	10.3
Commercial Campsite	4.3	10.0	9.0	2.0	5.7	3.4
Home of Friend or Relative	7.0	8.9	5.0	15.7	17.0	10.3
Other	1.1	0.4	2.5	2.0	5.7	3.4

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,860	2,590	4,000	510	530	580

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING HURONIA - LAKE SIMCOE VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	17.9%	15.7%	13.1%	43.9%	26.9%	25.8%
Quiet Relaxation	55.1	29.1	36.9	28.1	17.3	22.6
Pleasant Summer Climate	4.4	0.4	0.5	1.8	-	-
Touring the Province	8.7	15.4	15.1	10.5	17.3	22.6
Scenery and Natural Beauty	4.8	9.4	4.4	1.8	-	3.2
Historic Site	-	3.1	1.9	1.8	1.9	6.5
Business Purposes	-	1.2	0.5	3.5	17.3	12.9
Attending a Special Event	-	1.2	1.0	-	-	-
Visiting Cities	2.4	0.4	1.5	3.5	-	-
.....						
Fishing	3.9	9.1	8.7	-	-	-
Hunting	-	-	-	-	-	-
Camping - Tent	0.5	2.4		-	5.8	
Camping - Trailer	-	2.8	7.3	-	3.8	3.2
Boating	-	0.4		-	-	
Cruising	-	0.4	1.0	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	1.0	1.2	0.5	3.5	1.9	-
Winter Sports	-	3.5	1.5	-	-	-
.....						
Honeymoon	-	2.8	1.5	-	3.8	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	1.2	-	-	-	-
Visiting a Foreign Country	-	0.4	0.5	-	-	-
Shopping*	-	-	-	-	1.9	-
Other	1.5	-	4.4	1.8	1.9	3.2
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	2,070	2,540	4,120	570	520	620

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO HURONIA-LAKE SIMCOE VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	39.5%	23.3%	32.7%	56.6%	14.6%	6.7%
One Previous Visit	4.0	4.1	6.0	3.8	6.2	6.7
Two " Visits	7.9	11.0	9.0	5.7	14.6	13.3
Three " "	9.2	7.3	14.6	15.1	12.5	26.7
Four " "	6.6	10.2	6.0	7.6	8.3	3.3
Five " "	7.2	7.8	7.0	3.8	2.1	10.0
Six " "	5.9	4.5	1.5	3.8	2.1	3.3
Seven " "	0.7	2.4	2.5	1.9	4.2	-
Eight " "	4.0	2.4	0.5	-	8.3	10.0
Nine " "	0.7	1.6	0.5	-	-	-
Ten or More Previous Visits	14.5	25.3	19.6	1.9	27.1	20.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,520	2,450	3,980	530	480	600

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO HURONIA - LAKE SIMCOE VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	28.8%	26.1%	32.7%	22.6%
Teacher*	-	7.3	-	6.5
Owner/Manager	12.1	14.5	7.7	9.7
Sales	6.7	10.6	13.5	16.1
Clerical/Office	5.0	3.9	5.8	3.2
Skilled Labour	22.9	15.9	15.4	12.9
Unskilled Labour	1.7	1.9	-	-
Farmer	1.3	1.5	3.8	-
Student	5.4	4.8	-	9.7
Retired**	9.2	-	7.7	-
Other	7.1	13.5	13.5	19.4
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	2,400	4,140	520	620

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	12.4%	13.3%	12.3%
New York	13.4	16.7	10.7
Ohio	20.2	22.0	20.5
New Jersey	2.8	1.3	1.6
Massachusetts	1.1	0.7	-
Pennsylvania	10.1	10.0	9.0
Illinois	1.7	0.7	4.9
Indiana	2.3	0.7	3.3
Wisconsin	1.1	-	0.8
Minnesota	-	-	1.6
California	-*	0.7	1.6
Florida	-*	2.0	0.8
Other U.S.	6.7	9.3	11.5
Quebec	3.9	4.0	3.3
Manitoba	1.1	0.7	0.8
Ontario	16.9	16.7	13.9
Other Canada	6.2	1.3	3.3
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	1,780	1,500	2,440

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO KAWARTHA LAKES VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	1.7%	1.8%	- %	- %	11.1%	- %
Motel	31.4	38.6	33.3	45.0	55.6	66.7
Lodge	10.7	15.8	10.8	-	-	-
Housekeeping Cottage	10.7	14.9	14.0	-	-	-
Own Cottage	2.5	0.9	1.1	-	11.1	-
Provincial Campsite	24.0	7.9	19.4	45.0	11.1	22.2
Commercial Campsite	10.7	13.2	8.6	5.0	11.1	-
Home of Friend or Relative	7.4	4.4	12.9	5.0	-	11.1
Other	0.8	2.6	-	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,210	1,140	1,860	200	90	180

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING KAWARTHA LAKES VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	18.3%	12.2%	18.8%	55.0%	22.2%	44.4%
Quiet Relaxation	37.3	27.0	24.0	15.0	22.2	22.2
Pleasant Summer Climate	3.2	0.9	2.1	5.0	-	-
Touring the Province	11.9	13.0	10.4	20.0	22.2	11.1
Scenery and Natural Beauty	15.1	7.0	13.5	-	-	-
Historic Sites	-	1.7	-	5.0	-	-
Business Purposes	0.8	0.9	-	-	22.2	-
Attending a Special Event	-	1.7	1.0	-	-	-
Visiting Cities	1.6	1.7	-	-	-	-
.....						
Fishing	10.3	25.2	12.5	-	11.1	-
Hunting	-	-	-	-	-	-
Camping - Tent	-	0.9		-	-	
Camping - Trailer	-	-	6.3	-	-	-
Boating	0.8	0.9		-	-	
Cruising	-	-	2.1	-	-	-
Canoeing	-	0.9		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	-	1.0	-	-	22.2
Reasonable Costs	-	0.9	-	-	-	-
Scientific Interests	-	0.9	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.9	-	-	-	-
Visiting a Foreign Country	-	1.7	5.2	-	-	-
Shopping*	-	-	-	-	-	-
Other	0.8	1.7	3.1	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,260	1,150	1,920	200	90	180

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO KAWARTHA LAKES VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	21.4%	25.9%	35.9%	52.6%	- %	-
One Previous Visit	12.5	8.9	4.3	5.3	-	11.1%
Two " Visits	8.9	8.9	8.7	15.8	-	-
Three " "	9.8	6.3	12.0	-	25.0	11.1
Four " "	8.9	9.8	6.5	5.3	25.0	22.2
Five " "	9.8	8.0	5.4	5.3	-	-
Six " "	2.7	2.7	5.4	-	12.5	-
Seven " "	0.9	3.6	2.2	-	-	-
Eight " "	4.5	2.7	2.2	-	-	11.1
Nine " "	2.7	0.9	1.1	-	-	-
Ten or More Previous Visits	17.9	22.3	16.3	15.8	37.5	44.4
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,120	1,120	1,840	190	80	180

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO KAWARTHA LAKES VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	23.2%	20.8%	33.3%	33.3%
Teacher*	-	3.1	-	-
Owner/Manager	9.8	4.2	22.2	33.3
Sales	8.0	8.3	11.1	22.2
Clerical/Office	4.5	4.2	-	11.1
Skilled Labour	26.8	19.8	11.1	-
Unskilled Labour	2.7	2.1	-	-
Farmer	2.7	-	-	-
Student	5.4	11.5	-	-
Retired**	12.5	-	-	-
Other	4.5	26.0	22.2	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	1,120	1,920	90	180

Note: Occupation category not included in 1968 questionnaire

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 9 GREAT PINE RIDGE

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	7.1%	14.1%	4.3%
New York	7.1	14.1	27.7
Ohio	11.9	21.9	12.8
New Jersey	-	-	6.4
Massachusetts	-	-	4.3
Pennsylvania	11.9	7.8	6.4
Illinois	2.4	3.1	2.1
Indiana	-	3.1	6.4
Wisconsin	2.4	-	-
Minnesota	2.4	-	-
California	- *	-	-
Florida	- *	1.6	2.1
Other U.S.	9.5	3.1	19.1
Quebec	7.1	7.8	2.1
Manitoba	4.8	-	-
Ontario	14.3	18.8	2.1
Other Canada	19.1	4.7	4.3
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	420	640	940

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO GREAT PINE RIDGE VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	- %	4.8%	- %	- %	- %	- %
Motel	47.4	21.4	23.3	53.9	50.0	33.3
Lodge	5.3	4.8	2.3	-	-	-
Housekeeping Cottage	-	21.4	11.6	-	-	-
Own Cottage	-	-	7.0	7.7	-	-
Provincial Campsite	26.3	16.7	9.3	23.1	12.5	66.7
Commercial Campsite	15.8	19.0	27.9	7.7	-	-
Home of Friend or Relative	5.3	11.9	7.0	7.7	37.5	-
Other	-	-	11.6	-	-	-

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Based on No. of Parties:	190	420	860	130	80	60
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MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING GREAT PINE RIDGE VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	27.3%	7.0%	18.6%	23.1%	57.1%	66.7%
Quiet Relaxation	22.7	20.9	16.3	53.9	14.3	-
Pleasant Summer Climate	-	-	2.3	-	-	-
Touring the Province	13.6	2.3	4.7	15.4	14.3	-
Scenery and Natural Beauty	18.2	7.0	7.0	-	-	-
Historic Sites	-	-	-	-	-	-
Business Purposes	-	2.3	2.3	-	-	-
Attending a Special Event	-	14.0	25.6	-	14.3	-
Visiting Cities	-	4.7	-	-	-	-
.....						
Fishing	13.6	34.9	14.0	-	-	-
Hunting	-	-	-	-	-	-
Camping - Tent	-	-		-	-	
Camping - Trailer	-	2.3	2.3	-	-	33.3
Boating	-	2.3		-	-	
Cruising	-	-	-	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	-	2.3	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	-	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting a Foreign Country	-	-	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	4.6	-	7.0	7.7	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	220	430	860	130	70	60

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO GREAT PINE RIDGE VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	63.2%	18.6%	31.0%	9.1%	12.5%	-
One Previous Visit	-	7.0	11.9	-	-	33.3%
Two " Visits	-	18.6	7.1	18.2	-	-
Three " "	5.3	16.3	11.9	18.2	12.5	-
Four " "	5.3	7.0	7.1	9.1	25.0	-
Five " "	10.5	2.3	7.1	27.3	-	33.3
Six " "	15.8	-	-	9.1	12.5	33.3
Seven " "	-	4.7	-	-	-	-
Eight " "	-	7.0	7.1	-	-	-
Nine " "	-	-	-	-	-	-
Ten or More Previous Visits	-	18.6	16.7	9.1	37.5	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	190	430	840	110	80	60

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO GREAT PINE RIDGE VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	22.5%	27.9%	50.0%	-
Teacher*	-	14.0	-	-
Owner/Manager	12.5	7.0	-	33.3%
Sales	7.5	4.7	25.0	-
Clerical/Office	7.5	7.0	-	-
Skilled Labour	22.5	4.7	25.0	33.3
Unskilled Labour	-	-	-	-
Farmer	2.5	2.3	-	-
Student	7.5	16.3	-	33.3
Retired**	12.5	-	-	-
Other	5.0	16.3	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	400	860	80	60

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 10 BAY OF QUINTE

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	13.4%	11.5%	12.2%
New York	19.4	19.7	24.4
Ohio	4.5	6.6	4.9
New Jersey	4.5	3.3	-
Massachusetts	1.5	3.3	2.4
Pennsylvania	3.0	1.6	2.4
Illinois	1.5	-	-
Indiana	-	1.6	-
Wisconsin	-	-	-
Minnesota	-	-	-
California	- *	-	2.4
Florida	- *	-	2.4
Other U.S.	6.0	4.9	9.8
Quebec	17.9	24.6	12.2
Manitoba	1.5	-	-
Ontario	19.4	18.0	19.5
Other Canada	7.5	4.9	7.3
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	670	610	820

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO BAY OF QUINTE VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	6.1%	3.3%	- %	5.9%	- %	- %
Motel	51.5	50.0	36.0	35.3	17.6	25.0
Lodge	3.0	-	8.0	-	-	12.5
Housekeeping Cottage	3.0	-	16.0	11.8	23.5	-
Own Cottage	3.0	-	-	-	-	-
Provincial Campsite	21.2	26.7	24.0	41.2	41.2	50.0
Commercial Campsite	6.1	-	12.0	-	11.8	-
Home of Friend or Relative	6.1	13.3	4.0	5.9	5.9	12.5
Other	-	6.7	-	-	-	-

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Based on No. of Parties:	330	300	500	170	170	160
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MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING BAY OF QUINTE VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	19.4%	19.4%	12.0%	31.3%	38.9%	37.5%
Quiet Relaxation	38.9	19.4	24.0	31.3	16.7	-
Pleasant Summer Climate	8.3	3.2	4.0	-	-	-
Touring the Province	19.4	6.5	36.0	25.0	11.1	25.0
Scenery and Natural Beauty	13.9	12.5	4.0	12.5	5.6	-
Historic Sites	-	3.2	4.0	-	-	-
Business Purposes	-	-	4.0	-	-	12.5
Attending a Special Event	-	3.2	-	-	-	-
Visiting Cities	-	3.2	-	-	-	-
.....						
Fishing	-	6.5	8.0	-	5.6	12.5
Hunting	-	-	4.0	-	-	-
Camping - Tent	-	3.2	-	-	16.7	-
Camping - Trailer	-	3.2	-	-	-	-
Boating	-	-	-	-	-	-
Cruising	-	3.2	-	-	-	12.5
Canoeing	-	-	-	-	-	-
Other Water Sports	-	3.2	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	-	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	3.2	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting a Foreign Country	-	3.2	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	-	3.2	-	-	5.6	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Based on No. of Parties:	360	310	500	160	180	160
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* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO BAY OF QUINTE VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	19.2%	29.0%	50.0%	38.5%	11.8%	-
One Previous Visit	3.9	12.9	12.5	-	-	12.5%
Two " Visits	3.9	6.5	-	-	-	12.5
Three " "	19.2	9.7	4.2	15.4	-	-
Four " "	11.5	3.2	8.3	7.7	5.9	-
Five " "	19.2	9.7	4.2	-	5.9	-
Six " "	7.7	-	4.2	7.7	-	12.5
Seven " "	-	-	-	-	11.8	-
Eight " "	-	9.7	4.2	-	-	-
Nine " "	3.9	3.2	-	-	11.8	-
Ten or More Previous Visits	11.5	16.1	12.5	30.8	52.9	62.5
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	260	310	480	130	170	160

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO BAY OF QUINTE VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	32.3%	16.0%	50.0%	25.0%
Teacher*	-	4.0	-	-
Owner/Manager	12.9	12.0	5.6	25.0
Sales	3.2	12.0	5.6	12.5
Clerical/Office	6.5	12.0	11.1	12.5
Skilled Labour	9.7	20.0	22.2	12.5
Unskilled Labour	9.7	-	-	-
Farmer	3.2	-	-	-
Student	-	-	-	-
Retired**	9.7	-	5.6	-
Other	12.9	24.0	-	12.5
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	310	500	180	160

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 11 HASTINGS & LAND O'LAKES

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	13.0%	8.9%	4.5%
New York	21.7	17.8	22.7
Ohio	4.4	17.8	4.5
New Jersey	6.5	-	-
Massachusetts	2.2	-	-
Pennsylvania	13.0	15.5	13.6
Illinois	-	2.2	4.5
Indiana	-	2.2	-
Wisconsin	2.2	-	4.5
Minnesota	2.2	-	-
California	-*	2.2	-
Florida	-*	2.2	-
Other U.S.	10.9	2.2	13.6
Quebec	6.5	11.1	4.5
Manitoba	-	-	-
Ontario	17.4	15.6	18.2
Other Canada	-	2.2	9.1
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	460	450	440

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO HASTINGS AND LAND O' LAKES VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	2.9%	- %	- %	- %	- %	33.3%
Motel	45.7	33.3	30.8	-	16.7	33.3
Lodge	17.1	20.0	7.7	-	-	-
Housekeeping Cottage	2.9	16.7	7.7	-	-	-
Own Cottage	-	3.3	-	-	-	-
Provincial Campsite	20.0	20.0	23.1	100.0	50.0	33.3
Commercial Campsite	8.6	3.3	15.4	-	16.7	-
Home of Friend or Relative	2.9	3.3	15.4	-	16.7	-
Other	-	-	-	-	-	-

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Based on No. of Parties:	350	300	260	30	60	60
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MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING HASTINGS AND LAND O'LAKES VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970

(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	11.4%	15.6%	20.0%	66.7%	33.3%	33.3%
Quiet Relaxation	45.7	21.9	40.0	-	16.7	-
Pleasant Summer Climate	2.9	3.1	-	33.3	-	-
Touring the Province	22.9	9.4	6.7	-	-	-
Scenery and Nautral Beauty	14.3	9.4	6.7	-	16.7	-
Historic Sites	-	-	-	-	-	-
Business Purposes	-	3.1	-	-	-	-
Attending a Special Event	-	-	-	-	-	-
Visiting Cities	-	3.1	6.7	-	-	-
.....						
Fishing	2.9	25.0	6.7	-	-	33.3
Hunting	-	3.1	-	-	-	-
Camping - Tent	-	-	-	-	-	-
Camping - Trailer	-	3.1	6.7	-	16.7	-
Boating	-	-	-	-	-	-
Cruising	-	-	6.7	-	-	-
Canoeing	-	-	-	-	-	-
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	-	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	33.3
Hobbies (Collecting Minerals, etc.)	-	-	-	-	16.7	-
Visiting a Foreign Country	-	3.1	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	-	-	-	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	350	320	300	30	60	60

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO HASTINGS AND LAND O' LAKES VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	28.6%	34.4%	28.6%	- %	.. %	66.7%
One Previous Visit	7.1	3.1	7.1	-	-	-
Two " Visits	17.9	15.6	-	-	-	-
Three " "	7.1	6.3	28.6	-	-	-
Four " "	3.6	3.1	-	100.0	-	-
Five " "	17.9	-	14.3	-	-	-
Six " "	3.6	6.3	-	-	-	-
Seven " "	3.6	6.3	-	-	-	-
Eight " "	-	-	-	-	-	-
Nine " "	-	-	-	-	-	-
Ten or More Previous Visits	10.7	25.0	21.4	-	100.0	33.3
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	280	320	280	10	50	60

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO HASTINGS - LAND O' LAKES VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	50.0%	26.7%	- %	- %
Teacher*	-	13.3	-	-
Owner/Manager	6.3	6.7	-	-
Sales	-	-	33.3	33.3
Clerical/Office	9.4	13.3	-	-
Skilled Labour	18.8	6.7	16.7	33.3
Unskilled Labour	-	-	-	-
Farmer	-	6.7	-	-
Student	3.1	6.7	16.7	-
Retired**	6.3	-	16.7	-
Other	6.3	20.0	16.7	33.3
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	320	300	60	60

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	5.1%	7.4%	5.4%
New York	23.2	19.1	18.8
Ohio	3.2	4.1	4.1
New Jersey	6.8	6.1	6.8
Massachusetts	3.0	3.1	3.4
Pennsylvania	12.0	12.5	12.8
Illinois	1.4	1.6	1.5
Indiana	0.8	0.7	1.0
Wisconsin	0.4	0.2	0.5
Minnesota	0.4	0.2	0.2
California	-*	1.0	0.3
Florida	-*	0.9	1.0
Other U.S.	12.0	11.7	14.2
Quebec	8.3	8.8	5.4
Manitoba	0.3	0.1	0.2
Ontario	21.6	20.4	22.8
Other Canada	1.5	2.1	1.5
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	24,910	24,560	35,040

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO RIDEAU LAKES - 1,000 ISLANDS VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	4.7%	2.3%	3.4%	3.1%	5.9%	1.8%
Motel	59.2	59.7	56.1	55.3	43.7	48.2
Lodge	4.2	2.8	2.8	1.8	2.5	0.9
Housekeeping Cottage	3.3	3.6	3.4	4.9	1.7	1.8
Own Cottage	1.4	1.3	2.2	0.9	0.4	0.9
Provincial Campsite	17.6	18.5	22.9	24.3	31.1	33.0
Commercial Campsite	5.5	8.8	6.6	4.4	8.8	3.6
Home of Friend or Relative	2.5	1.5	1.8	3.5	5.5	8.9
Other	1.6	1.5	0.9	1.8	0.4	0.9

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	15,420	15,050	22,300	2,260	2,380	2,240

IN REASON (FIRST PREFERENCE ONLY) FOR VISITING RIDEAU LAKES - 1,000 ISLANDS VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	8.8%	5.3%	6.5%	15.4%	14.3%	19.8%
Quiet Relaxation	35.9	20.0	19.7	39.3	21.1	19.1
Pleasant Summer Climate	8.5	1.6	1.1	7.3	0.4	0.8
Touring the Province	29.4	29.6	33.9	23.1	18.0	24.6
Scenery and Natural Beauty	11.4	12.5	10.3	6.9	9.4	13.5
Historic Sites	0.8	3.8	3.7	0.8	3.0	-
Business Purposes	0.1	1.1	1.2	1.2	3.8	-
Attending a Special Event	0.1	1.1	0.4	-	0.4	0.8
Visiting Cities	2.8	2.8	2.5	3.6	1.9	1.6
.....						
Fishing	1.4	5.1	5.3	0.4	1.5	-
Hunting	0.1	-	-	-	-	-
Camping - Tent	0.2	2.2		1.2	5.6	
Camping - Trailer	0.1	3.6	6.4	0.4	3.8	7.9
Boating	-	0.5		-	1.5	
Cruising	0.2	1.9	1.9	-	2.6	4.0
Canoeing	-	0.1		-	-	
Other Water Sports	-	0.1	0.2	-	0.4	-
Winter Sports	0.1	0.2	0.3	-	-	-
.....						
Honeymoon	-	1.9	2.0	-	1.9	4.0
Reasonable Costs	0.1	-	0.2	-	-	-
Scientific Interests	-	0.1	0.2	-	0.4	-
Hobbies (Collecting Minerals, etc.)	0.1	0.4	0.2	-	0.4	-
Visiting a Foreign Country	0.1	2.4	1.1	-	-	-
Shopping*	-	0.3	0.4	-	0.4	-
Other	0.2	3.3	2.3	0.4	9.4	4.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	16,860	16,710	24,540	2,470	2,660	2,520

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO RIDEAU LAKES - 1,000 ISLANDS VACATION AREA - 1968, 1969 and 1970.
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	50.9%	46.4%	48.2%	36.1%	16.5%	16.4%
One Previous Visit	5.1	8.6	7.5	3.4	4.3	2.5
Two " Visits	9.6	10.2	11.4	9.1	7.8	10.7
Three " "	10.3	7.4	7.6	13.9	6.3	9.0
Four " "	4.9	4.5	5.6	7.2	5.1	5.7
Five " "	5.3	5.3	4.3	7.2	4.7	4.1
Six " "	2.5	3.0	2.4	2.4	7.8	5.7
Seven " "	1.3	1.7	0.7	1.4	2.0	1.6
Eight " "	1.0	1.0	1.2	2.9	2.0	0.8
Nine " "	0.6	0.5	0.6	0.5	2.4	1.6
Ten or More Previous Visits	8.5	11.3	10.7	15.9	41.2	41.8
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	15,390	16,130	23,420	2,080	2,550	2,440

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO RIDEAU LAKES - 1,000 ISLANDS VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	36.4%	28.1%	30.8%	31.0%
Teacher*	-	6.6	-	9.5
Owner/Manager	11.1	12.3	9.5	8.7
Sales	5.9	5.4	11.0	6.4
Clerical/Office	6.7	6.4	11.0	10.3
Skilled Labour	17.6	18.2	17.5	16.7
Unskilled Labour	1.8	1.2	1.9	0.8
Farmer	0.7	0.7	0.4	0.8
Student	4.2	4.6	5.3	4.8
Retired**	7.6	-	3.8	-
Other	8.1	16.6	9.1	11.1
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	16,270	24,520	2,630	2,520

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 13 SEAWAY VALLEY

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	7.6%	10.5%	10.8%
New York	20.0	17.1	18.5
Ohio	4.4	3.8	3.7
New Jersey	3.8	3.3	2.9
Massachusetts	2.7	3.3	2.9
Pennsylvania	5.7	5.1	6.8
Illinois	3.0	4.1	2.0
Indiana	1.3	1.3	1.4
Wisconsin	0.5	0.5	0.6
Minnesota	0.4	0.4	0.5
California	—*	1.7	1.8
Florida	—*	0.6	1.0
Other U.S.	13.1	10.3	12.3
Quebec	13.0	13.0	7.0
Manitoba	0.1	0.3	0.2
Ontario	22.4	22.4	25.1
Other Canada	2.2	2.2	2.4
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	32,400	27,680	27,860

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO SEAWAY VALLEY VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	9.9%	4.0%	5.4%	4.2%	6.1%	5.3%
Motel	67.1	65.4	62.9	36.9	27.9	28.4
Lodge	0.5	0.8	0.8	-	-	1.1
Housekeeping Cottage	0.4	0.9	0.6	1.3	0.8	1.1
Own Cottage	0.1	0.4	0.4	0.7	-	-
Provincial Campsite	16.5	18.6	21.7	44.0	49.2	50.5
Commercial Campsite	2.7	6.3	4.7	3.2	6.1	-
Home of Friend or Relative	2.1	3.2	2.5	8.4	9.8	10.5
Other	0.8	0.3	1.0	1.3	-	3.2
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	17,000	14,960	15,840	3,090	2,440	1,900

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING SEAWAY VALLEY VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	9.0%	5.5%	5.6%	19.8%	14.9%	19.5%
Quiet Relaxation	28.0	15.0	18.8	47.3	22.7	18.1
Pleasant Summer Climate	6.7	0.9	0.4	7.4	0.5	-
Touring the Province	37.7	35.0	34.6	15.4	12.0	14.3
Scenery and Natural Beauty	9.2	9.6	10.2	4.1	5.6	4.5
Historic Sites	0.8	4.4	7.1	0.4	7.6	4.5
Business Purposes	0.3	1.3	1.2	0.8	3.7	4.5
Attending a Special Event	0.5	2.2	2.0	-	2.7	6.0
Visiting Cities	5.6	3.9	3.9	2.9	0.2	3.8
.....						
Fishing	0.1	1.0	0.9	-	1.5	2.3
Hunting	-	-	-	-	0.2	-
Camping - Tent	0.2	2.3		0.6	9.0	
Camping - Trailer	0.1	2.4	3.0	0.2	3.4	15.8
Boating	0.1	0.1		0.2	-	
Cruising	-	0.1	-	-	0.7	0.8
Canoeing	-	-		-	0.2	
Other Water Sports	0.1	0.1	0.1	-	1.5	-
Winter Sports	-	0.2	0.3	-	0.2	0.8
.....						
Honeymoon	0.1	2.6	2.8	-	1.2	0.8
Reasonable Costs	0.1	0.1	0.2	-	-	-
Scientific Interests	-	0.1	0.6	-	0.2	-
Hobbies (Collecting Minerals, etc.)	-	0.1	0.3	-	0.5	-
Visiting a Foreign Country	0.2	4.9	1.8	0.2	-	-
Shopping*	-	0.6	0.6	-	1.0	-
Other	1.5	7.8	5.7	0.6	10.5	4.5
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	19,760	16,780	18,200	4,860	4,100	2,660

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO SEAWAY VALLEY VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	52.3%	38.1%	39.7%	38.8%	10.2%	14.0%
One Previous Visit	6.7	8.4	7.1	4.9	2.7	1.6
Two " Visits	9.9	10.7	11.4	5.3	6.1	10.1
Three " "	10.1	8.4	9.3	8.6	5.4	5.4
Four " "	6.4	7.2	8.8	6.3	6.1	7.8
Five " "	5.4	6.8	5.8	8.6	7.1	2.3
Six " "	1.7	2.8	2.5	1.6	3.2	1.6
Seven " "	1.0	1.9	1.4	-	2.9	2.3
Eight " "	0.8	1.0	2.1	2.3	1.7	3.1
Nine " "	0.2	1.3	0.5	0.7	1.9	3.9
Ten or More Previous Visits	5.6	13.4	11.4	23.0	52.8	48.1
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	17,540	16,520	17,360	3,040	4,110	2,580

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO SEAWAY VALLEY VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	33.9%	26.3%	25.3%	21.1%
Teacher*	-	8.8	-	9.0
Owner/Manager	11.5	9.2	9.6	11.3
Sales	5.6	5.1	15.0	9.8
Clerical/Office	6.3	6.2	11.3	10.5
Skilled Labour	17.0	19.2	19.7	14.3
Unskilled Labour	2.1	1.1	1.0	0.8
Farmer	1.0	0.8	-	0.8
Student	4.5	5.3	4.2	1.5
Retired**	10.3	-	4.7	-
Other	7.8	18.1	9.3	21.1
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	16,360	18,220	4,070	2,660

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 14 LOWER OTTAWA VALLEY

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	6.4%	7.6%	8.9%
New York	14.3	17.1	14.7
Ohio	3.2	4.1	4.4
New Jersey	4.9	4.0	4.0
Massachusetts	4.5	4.1	5.2
Pennsylvania	5.3	5.5	6.2
Illinois	3.2	2.9	4.2
Indiana	1.4	1.8	1.4
Wisconsin	1.3	1.3	2.7
Minnesota	1.5	1.1	1.9
California	—*	2.5	3.6
Florida	—*	1.1	2.0
Other U.S.	15.9	15.5	17.5
Quebec	9.0	8.9	4.8
Manitoba	2.9	1.3	1.4
Ontario	14.6	14.8	10.0
Other Canada	11.7	6.5	7.0
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	21,740	22,750	29,320

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO LOWER OTTAWA VALLEY VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors	
	1968	1969	1968	1970
Hotel	10.8%	4.7%	4.8%	11.3%
Motel	59.1	64.3	41.4	42.4
Lodge	1.5	0.7	-	-
Housekeeping Cottage	0.8	0.5	1.8	0.6
Own Cottage	0.2	-	0.7	1.0
Provincial Campsite	21.0	17.9	38.0	26.1
Commercial Campsite	3.3	7.8	4.5	10.5
Home of Friend or Relative	2.8	3.5	5.9	12.4
Other	0.5	0.7	2.9	2.5
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	12,360	15,000	4,420	3,360

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING LOWER OTTAWA VALLEY VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	10.9%	6.7%	8.4%	29.6%	29.7%	21.5%
Quiet Relaxation	25.5	17.7	14.8	23.6	15.7	9.7
Pleasant Summer Climate	5.5	1.0	0.6	5.0	1.6	-
Touring the Province	39.2	43.7	42.8	27.0	17.0	24.6
Scenery and Natural Beauty	8.3	6.0	7.6	6.1	6.5	6.7
Historic Sites	0.5	3.0	3.5	0.6	2.2	3.1
Business Purposes	0.5	1.0	1.4	1.4	3.5	7.7
Attending a Special Event	0.5	1.8	0.9	-	3.8	1.5
Visiting Cities	7.6	6.0	6.4	4.6	6.5	6.2
.....						
Fishing	0.7	1.2	1.2	0.2	0.5	-
Hunting	0.1	-	-	-	-	-
Camping - Tent	0.1	1.6		0.2	3.5	
Camping - Trailer	0.1	2.3	4.7	-	3.5	10.8
Boating	0.1	0.1		-	0.3	
Cruising	-	0.1	0.4	-	0.3	-
Canoeing	-	-		-	0.3	
Other Water Sports	-	0.1	-	-	0.5	-
Winter Sports	0.1	-	0.4	-	-	-
.....						
Honeymoon	-	1.3	1.9	0.2	1.1	1.5
Reasonable Costs	-	0.2	0.1	-	-	-
Scientific Interests	-	0.3	0.4	-	0.3	1.0
Hobbies (Collecting Minerals, etc.)	-	0.4	0.3	0.2	-	-
Visiting a Foreign Country	-	3.0	1.3	-	0.3	-
Shopping*	-	0.4	0.6	-	0.3	-
Other	0.4	2.2	2.4	1.2	2.7	5.6
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	13,050	15,460	22,500	4,960	3,700	3,900

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO LOWER OTTAWA VALLEY VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	52.7%	42.1%	44.3%	44.9%	23.2%	21.0%
One Previous Visit	7.0	11.1	9.0	7.6	7.1	5.4
Two " Visits	9.2	12.2	12.4	8.6	10.6	15.6
Three " "	9.4	7.6	7.3	8.0	9.3	5.4
Four " "	5.2	7.6	7.9	3.5	5.7	9.7
Five " "	5.4	5.2	5.8	7.1	9.3	9.7
Six " "	3.0	2.8	2.4	2.2	5.4	3.8
Seven " "	1.0	1.3	0.9	0.4	1.4	2.7
Eight " "	0.9	0.9	2.0	1.4	2.2	1.6
Nine " "	0.4	0.5	0.7	0.2	0.3	-
Ten or More Previous Visits	6.0	8.8	7.3	16.1	25.6	25.3
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	12,080	15,080	21,780	4,900	3,670	3,720

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO LOWER OTTAWA VALLEY VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	38.2%	27.4%	39.1%	31.3%
Teacher*	-	12.2	-	10.4
Owner/Manager	9.2	9.0	7.9	7.8
Sales	5.3	5.8	5.5	2.6
Clerical/Office	6.1	6.6	10.4	7.3
Skilled Labour	15.9	14.2	10.7	8.3
Unskilled Labour	1.1	1.3	2.5	2.6
Farmer	0.8	1.1	0.5	2.6
Student	4.6	5.0	5.7	6.8
Retired	12.2	-	6.8	-
Other	6.7	17.5	10.9	22.4
TOTAL	100.0%	100.0%	100.0%	100.0%

Based on No. of Parties	15,160	22,460	3,660	3,840
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Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 15 UPPER OTTAWA VALLEY

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	1.9%	10.4%	5.4%
New York	13.2	20.9	27.0
Ohio	7.6	3.0	2.7
New Jersey	1.9	3.0	8.1
Massachusetts	-	3.0	2.7
Pennsylvania	9.4	17.9	10.8
Illinois	1.9	3.0	-
Indiana	-	3.0	-
Wisconsin	5.7	-	5.4
Minnesota	-	-	-
California	—*	-	2.7
Florida	—*	-	2.7
Other U.S.	11.3	9.0	2.7
Quebec	5.7	7.5	5.4
Manitoba	1.9	1.5	-
Ontario	34.0	16.4	16.2
Other Canada	5.7	1.5	8.1
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	530	670	740

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO UPPER OTTAWA VALLEY VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	- %	- %	- %	- %	- %	- %
Motel	38.5	47.9	38.5	57.1	57.1	20.0
Lodge	11.5	16.7	3.8	-	-	-
Housekeeping Cottage	3.9	6.3	11.5	-	-	-
Own Cottage	-	-	3.8	-	-	-
Provincial Campsite	19.2	16.7	23.1	14.3	42.9	40.0
Commercial Campsite	23.1	4.2	7.7	-	-	-
Home of Friend or Relative	-	8.3	11.5	28.6	-	40.0
Other	3.9	-	-	-	-	-

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Based on No. Of Parties:	260	480	520	70	70	100
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MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING UPPER OTTAWA VALLEY VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Vist Friends and/or Relatives	18.5%	16.3%	26.9%	57.1%	14.3%	80.0%
Quiet Relaxation	40.7	16.3	7.7	-	28.6	20.0
Pleasant Summer Climate	-	-	-	14.3	-	-
Touring the Province	29.6	14.3	15.4	-	14.3	-
Scenery and Natural Beauty	3.7	10.2	11.5	-	14.3	-
Historic Sites	3.7	-	-	14.3	-	-
Business Purposes	-	2.0	3.9	-	14.3	-
Attending a Special Event	-	2.0	3.9	-	-	-
Visiting Cities	-	2.0	3.9	14.3	-	-
.....						
Fishing	3.7	30.6	15.4	-	-	-
Hunting	-	2.0	-	-	-	-
Camping - Tent	-	2.0		-	-	
Camping - Trailer	-	-	3.9	-	-	-
Boating	-	-		-	-	
Cruising	-	-	-	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	-	-	3.9	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	-	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	14.3	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting a Foreign Country	-	-	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	-	2.0	3.9	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	270	490	520	70	70	100

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO UPPER OTTAWA VALLEY VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	40.0%	18.2%	20.0%	- %	14.3%	20.0%
One Previous Visit	4.0	6.8	-	50.0	-	-
Two " Visits	8.0	11.4	4.0	-	-	20.0
Three " "	8.0	9.1	24.0	50.0	14.3	20.0
Four " "	16.0	9.1	16.0	-	-	-
Five " "	12.0	6.8	8.0	-	-	-
Six " "	-	4.5	-	-	14.3	20.0
Seven " "	4.0	-	4.0	-	-	-
Eight " "	-	4.5	4.0	-	14.3	-
Nine " "	-	-	-	-	-	-
Ten or More Previous Visits	8.0	29.5	20.0	-	42.9	20.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	250	440	500	20	70	100

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO UPPER OTTAWA VALLEY VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	20.8%	19.2%	71.4%	60.0%
Teacher*	-	11.5	-	-
Owner/Manager	10.4	7.7	-	-
Sales	14.6	3.9	-	-
Clerical/Office	4.2	7.7	14.3	-
Skilled Labour	25.0	30.8	14.3	40.0
Unskilled Labour	4.2	-	-	-
Farmer	2.1	-	-	-
Student	-	3.9	-	-
Retired**	6.3	-	-	-
Other	12.5	15.4	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	480	520	70	100

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 16 MADAWASKA VALLEY

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	8.7%	23.5%	18.2%
New York	17.4	20.6	4.5
Ohio	4.4	2.9	18.2
New Jersey	-	2.9	4.5
Massachusetts	-	-	-
Pennsylvania	13.0	8.8	9.1
Illinois	4.4	8.8	-
Indiana	-	-	-
Wisconsin	-	-	4.5
Minnesota	-	-	-
California	-*	2.9	-
Florida	-*	-	-
Other U.S.	8.7	2.9	4.5
Quebec	17.4	-	4.5
Manitoba	-	-	-
Ontario	26.1	26.5	31.8
Other Canada	-	-	-
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	230	340	440

* Not included separately in 1968

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO MADAWASKA VALLEY VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors	
	1968	1969	1968	1970
Hotel	18.2%	-	-	-
Motel	27.3	32.0	50.0	-
Lodge	-	4.0	-	-
Housekeeping Cottage	18.2	12.0	-	-
Own Cottage	-	-	25.0	-
Provincial Campsite	27.3	16.0	25.0	100.0
Commercial Campsite	9.1	24.0	-	-
Home of Friend or Relative	-	12.0	-	-
Other	-	-	-	-

TOTAL 100.0% 100.0% 100.0% 100.0% 100.0%

Based on No. of Parties: 110 250 280 40 20

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING MADAWASKA VALLEY VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	8.3%	16.0%	7.1%	50.0%	-	-
Quiet Relaxation	41.7	4.0	35.7	50.0	-	-
Pleasant Summer Climate	-	-	-	-	-	-
Touring the Province	50.0	8.0	-	-	-	-
Scenery and Natural Beauty	-	12.0	7.1	-	-	-
Historic Sites	-	-	-	-	-	-
Business Purposes	-	-	-	-	-	-
Attending a Special Event	-	4.0	14.3	-	-	-
Visiting Cities	-	12.0	-	-	-	-
.....						
Fishing	-	8.0	14.3	-	-	-
Hunting	-	-	-	-	-	-
Camping - Tent	-	4.0		-	-	
Camping - Trailer	-	4.0	-	-	-	100.0%
Boating	-	-		-	-	
Cruising	-	-	-	-	-	-
Canoeing	-	4.0		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	-	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	4.0	14.3	-	-	-
Hobbies (Collecting Minerals, etc.)	-	12.0	-	-	-	-
Visiting a Foreign Country	-	-	7.1	-	-	-
Shopping*	-	-	-	-	-	-
Other	-	8.0	-	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%		100.0%
Based on No. of Parties;	120	250	280	40	-	20

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO MADAWASKA VALLEY VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	9.1%	20.0%	7.7%	- %	- %	- %
One Previous Visit	-	-	23.1	-	-	-
Two " Visits	-	12.0	30.8	-	-	-
Three " "	27.3	8.0	7.7	-	-	-
Four " "	27.3	-	7.7	-	-	-
Five " "	9.1	16.0	-	-	-	-
Six " "	-	4.0	-	-	-	-
Seven " "	9.1	-	-	-	-	-
Eight " "	-	4.0	-	-	-	-
Nine " "	-	-	-	-	-	-
Ten or More Previous Visits	18.2	36.0	23.1	100.0	-	100.0
TOTAL	100.0%	100.0%	100.0%	100.0%	-	100.0%
Based on No. of Parties:	110	250	260	20	-	20

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO MADAWASKA VALLEY VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	29.2%	35.7%	-	-
Teacher*	-	-	-	-
Owner/Manager	8.3	7.1	-	-
Sales	-	14.3	-	-
Clerical/Office	8.3	-	-	-
Skilled Labour	29.2	21.4	-	-
Unskilled Labour	-	-	-	-
Farmer	-	-	-	-
Student	4.2	7.1	-	-
Retired**	8.3	-	-	-
Other	12.5	14.3	-	100.0%
TOTAL	100.0%	100.0%	-	100.0%
Based on No. of Parties	240	280	-	20

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 17 HIGHLANDS OF HALIBURTON

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	16.4%	22.5%	25.0%
New York	17.8	10.0	4.2
Ohio	9.6	7.5	16.7
New Jersey	-	-	-
Massachusetts	-	2.5	-
Pennsylvania	2.7	-	4.2
Illinois	4.1	2.5	8.3
Indiana	1.4	2.5	4.2
Wisconsin	2.7	-	8.3
Minnesota	1.4	-	-
California	-*	-	-
Florida	-*	-	4.2
Other U.S.	2.7	2.5	4.2
Quebec	4.1	2.5	4.2
Manitoba	-	-	-
Ontario	37.0	45.0	16.7
Other Canada	-	2.5	-
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	730	400	480

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO HIGHLANDS OF HALIBURTON VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	2.6%	-	5.3%	-	-	-
Motel	38.5	40.0	21.1	66.7	50.0	-
Lodge	12.8	10.0	26.3	-	-	-
Housekeeping Cottage	7.7	25.0	10.5	-	-	-
Own Cottage	-	5.0	5.3	33.3	-	-
Provincial Campsite	33.3	15.0	5.3	-	50.0	100.0
Commercial Campsite	2.6	5.0	15.8	-	-	-
Home of Friend or Relative	2.6	-	5.3	-	-	-
Other	-	-	5.3	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	390	200	380	30	20	20

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING HALIBURTON HIGHLANDS VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	18.2%	5.6%	15.8%	-	-	-
Quiet Relaxation	59.1	44.4	26.3	-	-	-
Pleasant Summer Climate	6.1	-	-	-	-	-
Touring the Province	6.1	11.1	5.3	-	-	100.0%
Scenery and Natural Beauty	7.6	11.1	26.3	-	-	-
Historic Sites	-	-	-	-	-	-
Business Purposes	-	5.6	-	-	50.0	-
Attending a Special Event	-	5.6	-	-	-	-
Visiting Cities	-	-	-	-	-	-
.....						
Fishing	3.0	11.1	10.5	-	-	-
Hunting	-	-	-	-	-	-
Camping - Tent	-	-	10.5	-	-	-
Camping - Trailer	-	-	-	-	50.0	-
Boating	-	-	-	-	-	-
Cruising	-	-	-	-	-	-
Canoeing	-	-	-	-	-	-
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	5.3	-	-	-
.....						
Honeymoon	-	-	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting a Foreign Country	-	-	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	-	5.6	-	-	-	-
TOTAL	100.0%	100.0%	100.0%		100.0%	100.0%
Based on No. of Parties:	660	180	380	-	20	20

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO HIGHLANDS OF HALIBURTON VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	40.6%	31.6%	5.3%	- %	- %	- %
One Previous Visit	3.1	5.3	-	-	-	-
Two " Visits	-	10.5	10.5	-	-	100.0
Three " "	9.4	10.5	21.1	-	50.0	-
Four " "	3.1	5.3	5.3	-	-	-
Five " "	6.3	-	15.8	-	-	-
Six " "	3.1	-	-	-	-	-
Seven " "	3.1	-	-	-	-	-
Eight " "	3.1	-	-	-	-	-
Nine " "	-	-	-	-	-	-
Ten or More Previous Visits	28.1	36.8	42.1	100.0	50.0	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	320	190	380	30	20	20

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO HALIBURTON HIGHLANDS VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	21.1%	21.1%	50.0%	-
Teacher*	-	5.3	-	-
Owner/Manager	15.8	21.1	-	-
Sales	5.3	5.3	-	-
Clerical/Office	10.5	10.5	50.0	100.0%
Skilled Labour	10.5	15.8	-	-
Unskilled Labour	-	-	-	-
Farmer	5.3	-	-	-
Student	-	10.5	-	-
Retired**	15.8	-	-	-
Other	15.8	10.5	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	190	380	20	20

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 18 MUSKOKA

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	9.9%	9.1%	16.9%
New York	7.7	8.0	8.7
Ohio	4.6	6.3	7.5
New Jersey	0.8	0.4	0.4
Massachusetts	-	0.2	-
Pennsylvania	2.9	2.4	5.9
Illinois	1.6	0.9	2.4
Indiana	0.8	-	1.2
Wisconsin	0.8	0.2	0.4
Minnesota	0.2	-	0.4
California	-*	0.5	0.4
Florida	-*	0.5	0.4
Other U.S.	3.7	3.4	7.5
Quebec	4.3	2.0	1.6
Manitoba	0.2	0.5	-
Ontario	61.9	65.2	43.3
Other Canada	0.8	0.4	3.1
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	5,170	5,520	5,080

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO MUSKOKA VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	1.2%	0.6%	2.3%	7.4%	6.3%	8.3%
Motel	42.7	30.5	33.8	33.3	18.8	25.0
Lodge	28.7	25.9	21.5	14.8	-	-
Housekeeping Cottage	4.3	12.6	8.5	3.8	18.8	16.7
Own Cottage	4.9	1.7	6.2	-	-	-
Provincial Campsite	8.5	14.9	10.8	40.7	50.0	16.7
Commercial Campsite	4.3	7.5	10.8	-	6.3	8.3
Home of Friend or Relative	3.7	5.2	5.4	-	-	25.0
Other	1.8	1.1	0.8	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,640	1,740	2,600	270	160	240

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING MUSKOKA VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	11.9%	12.6%	14.5%	3.7%	31.2%	25.0%
Quiet Relaxation	66.1	39.4	34.4	74.1	6.3	41.7
Pleasant Summer Climate	7.1	1.7	0.8	11.1	-	-
Touring the Province	7.1	14.3	11.5	7.4	18.8	16.7
Scenery and Natural Beauty	4.2	6.9	9.2	-	-	8.3
Historic Sites	0.6	2.3	-	-	-	-
Business Purposes	-	1.7	0.8	-	-	-
Attending a Special Event	-	-	0.8	-	-	8.3
Visiting Cities	-	-	1.5	3.7	-	-
.....						
Fishing	2.4	9.7	6.9	-	6.3	-
Hunting	-	-	-	-	-	-
Camping - Tent	-	3.4		-	18.8	
Camping - Trailer	-	2.0	6.9	-	12.5	
Boating	-	-		-	-	
Cruising	-	-	0.8	-	-	-
Canoeing	0.6	0.6		-	-	
Other Water Sports	-	0.6	-	-	6.3	-
Winter Sports	-	0.6	-	-	-	-
.....						
Honeymoon	-	2.3	1.5	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.6	0.8	-	-	-
Visiting a Foreign Country	-	-	0.8	-	-	-
Shopping*	-	-	1.5	-	-	-
Other	-	1.1	7.6	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,680	1,750	2,620	270	160	240

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO MUSKOKA VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	30.1%	22.0%	28.5%	60.7%	- %	33.3%
One Previous Visit	6.5	3.0	6.2	-	-	8.3
Two " Visits	9.8	13.1	4.6	7.1	7.1	-
Three " "	4.1	8.3	10.8	3.6	-	8.3
Four " "	7.3	7.1	7.7	3.6	7.1	16.7
Five " "	8.9	9.5	3.8	10.7	7.1	8.3
Six " "	6.5	2.4	2.3	-	-	-
Seven " "	3.3	1.2	2.3	-	7.1	-
Eight " "	3.3	1.8	4.6	3.6	14.3	-
Nine " "	0.8	1.2	1.5	3.6	-	-
Ten or More Previous Visits	19.5	30.4	27.7	7.1	57.1	25.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,230	1,680	2,600	280	140	240

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO MUSKOKA VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	36.7%	30.3%	18.8%	33.3%
Teacher*	-	11.4	-	8.3
Owner/Manager	12.0	12.1	18.0	16.7
Sales	8.4	9.9	6.3	8.3
Clerical/Office	6.0	6.8	12.5	-
Skilled Labour	16.3	14.4	12.5	16.7
Unskilled Labour	1.2	3.0	-	-
Farmer	0.6	-	6.3	-
Student	5.4	3.0	-	-
Retired**	9.6	-	6.3	-
Other	3.6	9.1	18.8	16.7
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	1,660	2,640	160	240

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	47.9%	50.5%	45.0%
New York	4.3	2.6	3.6
Ohio	7.9	6.3	7.6
New Jersey	0.3	0.2	-
Massachusetts	-	0.2	-
Pennsylvania	1.2	1.1	1.6
Illinois	0.6	2.6	2.0
Indiana	3.1	1.7	1.2
Wisconsin	0.9	0.2	0.4
Minnesota	0.3	-	-
California	-*	0.4	1.6
Florida	-*	1.1	0.4
Other U.S.	4.9	4.5	3.6
Quebec	2.1	2.4	0.8
Manitoba	0.3	0.4	-
Ontario	23.8	24.8	31.9
Other Canada	2.4	0.9	0.4
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	3,280	4,630	5,020

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO GREY-BRUCE VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	1.4%	1.6%	2.5%	-	-	-
Motel	45.6	43.7	41.8	33.3	56.3	33.3
Lodge	13.0	9.4	7.0	-	6.3	-
Housekeeping Cottage	3.7	8.2	8.2	-	6.3	-
Own Cottage	6.1	4.1	3.8	-	-	-
Provincial Campsite	16.7	17.6	20.9	33.3	18.8	33.3
Commercial Campsite	4.2	6.3	9.5	13.3	12.5	-
Home of Friend or Relative	7.9	7.2	3.8	20.0	-	33.3
Other	1.4	1.9	2.5	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	2,150	3,180	3,160	150	160	60

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING GREY-BRUCE VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	20.7%	13.0%	9.6%	46.7%	25.0%	66.7%
Quiet Relaxation	45.5	34.2	37.1	20.0	12.5	-
Pleasant Summer Climate	4.1	0.6	-	-	-	-
Touring the Province	14.9	9.1	9.0	26.7	25.0	-
Scenery and Natural Beauty	7.2	14.8	12.0	-	6.3	-
Historic Sites	-	0.3	-	-	-	-
Business Purposes	0.9	2.4	0.6	-	6.3	-
Attending a Special Event	-	1.8	1.2	-	-	-
Visiting Cities	0.5	0.6	3.0	6.7	-	-
.....						
Fishing	3.2	6.7	6.6	-	-	-
Hunting	-	0.6	-	-	-	-
Camping - Tent	0.9	3.3		-	12.5	
Camping - Trailer	-	2.4	7.2	-	-	-
Boating	-	0.9		-	-	
Cruising	-	0.6	1.8	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	-	1.5	1.8	-	-	-
Winter Sports	-	0.9	3.6	-	6.3	-
.....						
Honeymoon	0.9	1.2	1.2	-	-	33.3
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	0.5	0.6	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.3	0.6	-	-	-
Visiting a Foreign Country	-	0.3	1.8	-	-	-
Shopping*	-	-	-	-	-	-
Other	0.9	3.6	3.0	-	6.3	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	2,220	3,300	3,340	150	160	60

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO GREY-BRUCE VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	17.1%	12.9%	17.7%	26.7%	13.3%	-
One Previous Visit	2.4	2.9	3.8	26.7	-	-
Two " Visits	8.8	6.8	8.9	-	6.7	-
Three " "	8.8	7.4	7.0	6.7	13.3	-
Four " "	8.2	4.2	8.2	6.7	-	-
Five " "	11.2	9.4	8.9	13.3	6.7	-
Six " "	5.9	5.5	3.2	-	-	33.3
Seven " "	1.2	1.6	1.3	-	13.3	-
Eight " "	4.7	1.0	0.6	-	-	-
Nine " "	1.2	1.6	1.3	-	-	-
Ten or More Previous Visits	30.6	46.8	39.2	20.0	46.7	66.7
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,700	3,100	3,160	150	150	60

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO GREY-BRUCE VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	37.5%	24.4%	43.8%	-
Teacher*	-	17.9	-	33.3%
Owner/Manager	9.5	8.9	12.5	-
Sales	4.9	5.4	12.5	33.3
Clerical/Office	7.4	6.0	-	-
Skilled Labour	20.5	15.5	6.3	-
Unskilled Labour	3.2	3.6	-	-
Farmer	0.7	1.2	-	-
Student	3.5	7.7	-	-
Retired**	8.5	-	12.5	-
Other	4.2	9.5	12.5	33.3
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	2,830	3,360	160	60

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	28.6%	8.3%	15.0%
New York	9.9	5.5	8.4
Ohio	8.2	13.0	14.4
New Jersey	0.5	3.1	1.2
Massachusetts	0.2	0.8	3.6
Pennsylvania	3.4	7.5	3.0
Illinois	2.6	2.0	4.2
Indiana	1.9	1.6	2.4
Wisconsin	1.2	0.8	-
Minnesota	-	0.4	0.6
California	.*	-	1.8
Florida	.*	0.4	1.2
Other U.S.	4.6	2.8	4.8
Quebec	3.4	3.5	3.6
Manitoba	0.2	-	-
Ontario	34.9	49.2	34.7
Other Canada	0.4	1.2	1.2
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	4,160	2,540	3,340

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO PARRY SOUND VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	1.7%	0.9%	1.0%	12.5%	-	12.5%
Motel	41.8	28.7	35.6	25.0	16.7	62.5
Lodge	10.3	15.7	5.0	-	8.3	-
Housekeeping Cottage	9.5	7.0	4.0	-	8.3	-
Own Cottage	3.5	2.6	7.9	-	-	-
Provincial Campsite	25.0	24.3	30.7	50.0	33.3	25.0
Commercial Campsite	4.7	11.3	3.0	-	16.7	-
Home of Friend or Relative	1.3	9.6	9.9	12.5	16.7	-
Other	1.7	-	3.0	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	2,320	1,150	2,020	160	120	160

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING PARRY SOUND VACATION AREA,
BY AMERICANS AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	12.2%	21.4%	19.8%	25.0%	25.0%	12.5%
Quiet Relaxation	51.0	26.5	33.7	43.8	8.3	50.0
Pleasant Summer Climate	5.7	-	-	6.3	-	25.0
Touring the Province	14.7	11.1	11.9	12.5	25.0	-
Scenery and Natural Beauty	9.8	5.1	6.9	6.3	25.0	-
Historic Sites	0.4	-	1.0	-	-	-
Business Purposes	-	0.9	1.0	-	-	-
Attending a Special Event	0.4	-	-	-	-	-
Visiting Cities	-	1.7	-	6.3	-	-
.....						
Fishing	3.7	26.5	9.9	-	-	-
Hunting	-	0.9	3.0	-	-	-
Camping - Tent	-	1.7		-	-	
Camping - Trailer	0.8	3.4	8.9	-	16.7	12.5
Boating	-	0.9		-	-	
Cruising	-	-	-	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	0.4	-	-	-	-	-
.....						
Honeymoon	0.4	-	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting a Foreign Country	-	-	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	0.4	-	4.0	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties;	2,450	1,170	2,020	160	120	160

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO PARRY SOUND VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	20.3%	17.9%	28.6%	30.8%	8.3%	-
One Previous Visit	4.5	4.5	7.1	7.7	8.3	25.0%
Two " Visits	8.9	11.6	10.2	7.7	-	-
Three " "	7.9	15.2	15.3	7.7	8.3	25.0
Four " "	6.4	10.7	6.1	-	8.3	12.5
Five " "	11.4	5.4	5.1	7.7	8.3	12.5
Six " "	7.4	1.8	-	7.7	-	-
Seven " "	2.0	3.6	2.0	-	-	-
Eight " "	2.0	4.5	2.0	-	-	-
Nine " "	1.0	2.7	1.0	-	8.3	-
Ten or More Previous Visits	28.2	22.3	22.4	30.8	50.0	25.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	2,020	1,120	1,960	130	120	160

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO PARRY SOUND VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	39.7%	23.8%	25.0%	25.0%
Teacher*	-	9.9	-	-
Owner Manager	9.5	10.9	25.0	37.5
Sales	3.4	11.9	-	12.5
Clerical/Office	6.9	5.9	-	12.5
Skilled Labour	20.7	12.9	25.0	-
Unskilled Labour	1.7	1.0	-	-
Farmer	3.4	2.0	-	-
Student	3.4	5.0	-	-
Retired**	10.3	-	16.7	-
Other	4.3	16.8	8.3	12.5
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	1,160	2,020	120	160

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	16.6%	8.0%	12.3%
New York	14.4	13.7	17.0
Ohio	7.2	9.7	9.0
New Jersey	1.9	3.1	3.8
Massachusetts	2.2	2.6	1.4
Pennsylvania	6.6	5.4	7.1
Illinois	1.9	2.0	1.4
Indiana	2.2	1.7	0.5
Wisconsin	0.3	0.3	1.4
Minnesota	0.3	-	-
California	-*	0.3	0.5
Florida	-*	0.6	0.9
Other U.S.	9.1	11.7	12.3
Quebec	6.4	8.0	4.7
Manitoba	-	-	-
Ontario	29.6	33.0	25.9
Other Canada	1.4	-	1.9
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	3,620	3,510	4,240

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO ALGONQUIN PARK VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	1.4%	1.0%	- %	- %	- %	- %
Motel	14.3	11.2	7.9	14.3	33.3	14.3
Lodge	3.7	6.3	4.3	-	-	-
Housekeeping Cottage	3.2	1.5	-	-	-	-
Own Cottage	0.5	0.5	1.4	-	-	-
Provincial Campsite	74.2	69.3	82.7	78.6	55.6	85.7
Commercial Campsite	1.4	5.9	2.9	3.6	11.1	-
Home of Friend or Relative	-	3.4	0.7	3.6	-	-
Other	1.4	1.0	-	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	2,170	2,050	2,780	280	270	280

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING ALGONQUIN PARK VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	7.2%	3.9%	2.8%	7.1%	14.3%	7.1%
Quiet Relaxation	45.3	25.1	15.5	60.7	50.0	28.6
Pleasant Summer Climate	3.6	1.0	1.4	3.6	-	-
Touring the Province	18.8	14.5	19.7	21.4	10.7	14.3
Scenery and Natural Beauty	11.7	12.1	8.5	7.1	14.3	-
Historic Sites	0.5	-	-	-	-	-
Business Purposes	-	0.5	0.7	-	-	-
Attending a Special Event	-	-	-	-	-	-
Visiting Cities	1.4	1.0	-	-	3.6	-
.....						
Fishing	7.2	8.2	8.5	-	-	-
Hunting	0.5	-	-	-	-	-
Camping - Tent	2.7	16.4		-	3.6	
Camping - Trailer	1.4	10.6	33.8	-	-	42.9
Boating	-	-		-	-	
Cruising	-	-	4.9	-	-	-
Canoeing	-	3.4		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	0.7	-	-	-
.....						
Honeymoon	-	1.0	1.4	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	1.0	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	3.6	-
Visiting a Foreign Country	-	1.0	-	-	-	7.1
Shopping*	-	-	-	-	-	-
Other	-	0.5	2.1	-	-	2.1
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	2,230	2,090	2,840	280	280	280

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO ALGONQUIN PARK VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	31.8%	31.0%	30.2%	30.8%	-	28.6%
One Previous Visit	5.1	9.5	9.4	3.9	10.7	-
Two " Visits	8.2	13.0	10.8	11.5	-	-
Three " "	12.8	10.0	10.1	11.5	3.6	14.3
Four " "	6.7	4.5	9.4	7.7	7.1	-
Five " "	10.8	5.0	5.8	3.9	3.6	14.3
Six " "	3.6	6.0	2.2	7.7	10.7	-
Seven " "	3.1	1.5	1.4	-	-	7.1
Eight " "	2.1	1.0	4.3	-	7.1	-
Nine " "	-	1.0	-	-	-	-
Ten or More Previous Visits	15.9	17.5	16.5	23.1	57.1	35.7
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,950	2,000	2,780	260	280	280

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO ALGONQUIN PARK VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	46.0%	28.0%	35.7%	14.3%
Teacher*	-	12.6	-	-
Owner/Manager	11.0	8.4	14.3	14.3
Sales	8.0	4.9	21.4	7.1
Clerical/Office	2.5	4.9	-	7.1
Skilled Labour	13.5	13.3	10.7	21.4
Unskilled Labour	2.0	-	-	-
Farmer	1.0	0.7	-	7.1
Student	9.0	11.9	3.6	-
Retired**	3.0	-	10.7	-
Other	4.0	15.4	3.6	28.6
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	2,000	2,860	280	280

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 22 NIPISSING

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	14.1%	17.7%	16.7%
New York	11.8	9.5	10.8
Ohio	14.1	10.9	13.4
New Jersey	3.1	1.7	2.2
Massachusetts	0.4	1.7	2.7
Pennsylvania	10.2	9.5	8.6
Illinois	2.0	2.4	3.2
Indiana	0.8	2.0	1.6
Wisconsin	0.8	1.0	3.2
Minnesota	-	1.4	0.5
California	-*	0.3	1.1
Florida	-*	0.7	1.1
Other U.S.	9.4	7.8	12.4
Quebec	2.8	2.7	1.6
Manitoba	-	0.3	-
Ontario	27.1	25.9	18.8
<u>Other Canada</u>	<u>3.5</u>	<u>4.4</u>	<u>2.2</u>
TOTAL	100.0% **	100.0%	100.0%
<u>Based on No. of Parties</u>	<u>2,550</u>	<u>2,940</u>	<u>3,720</u>

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO NIPISSING VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors	
	1968	1969	1968	1970
Hotel	5.0%	0.5%	- %	- %
Motel	35.6	35.6	50.0	71.4
Lodge	10.0	14.4	-	-
Housekeeping Cottage	8.1	6.7	6.3	-
Own Cottage	2.5	2.1	-	-
Provincial Campsite	27.5	18.6	31.3	14.3
Commercial Campsite	6.9	18.6	-	14.3
Home of Friend or Relative	3.1	3.6	12.5	-
Other	1.3	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	1,600	1,940	160	140

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING NIPISSING VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	10.2%	10.3%	14.6%	43.8%	36.4%	14.3%
Quiet Relaxation	44.0	17.9	26.4	25.0	18.2	14.3
Pleasant Summer Climate	4.2	-	1.4	6.3	-	-
Touring the Province	18.1	13.3	19.4	6.3	22.7	57.1
Scenery and Natural Beauty	6.6	11.3	6.9	6.3	-	-
Historic Sites	0.6	0.5	0.7	-	-	-
Business Purposes	-	1.0	-	6.3	4.5	-
Attending a Special Event	-	0.5	-	-	-	-
Visiting Cities	1.2	-	-	6.3	-	-
.....						
Fishing	14.5	31.3	18.8	-	-	-
Hunting	0.6	2.6	0.7	-	9.1	-
Camping - Tent	-	1.5		-	4.5	
Camping - Trailer	-	4.1	7.6	-	-	14.3
Boating	-	1.0		-	-	
Cruising	-	-	0.7	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	2.1	0.7	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.5	-	-	-	-
Visiting a Foreign Country	-	1.0	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	-	1.0	2.1	-	4.5	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,660	1,950	2,880	160	220	140

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO NIPISSING VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	33.8%	16.7%	30.7%	9.1%	36.8%	16.7%
One Previous Visit	9.2	6.7	7.9	-	5.3	-
Two " Visits	12.0	10.6	10.7	9.1	-	33.3
Three " "	7.8	9.4	11.4	9.1	15.8	-
Four " "	4.9	6.7	6.4	18.2	5.3	-
Five " "	7.8	7.2	6.4	9.1	-	-
Six " "	7.8	6.1	5.0	-	10.5	-
Seven " "	0.7	2.2	2.9	-	-	-
Eight " "	1.4	1.1	3.6	-	-	-
Nine " "	1.4	1.7	1.4	-	-	-
Ten or More Previous Visits	13.4	31.7	13.6	45.5	26.3	50.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,420	1,800	2,800	110	190	120

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO NIPISSING VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	34.6%	24.3%	22.7%	-
Teacher*	-	11.8	-	14.3%
Owner/Manager	13.8	7.6	13.6	14.3
Sales	4.3	8.3	4.5	14.3
Clerical/Office	2.7	4.9	4.5	-
Skilled Labour	22.3	14.6	36.4	42.9
Unskilled Labour	2.7	4.2	-	-
Farmer	2.1	2.1	4.5	-
Student	2.1	3.5	4.5	-
Retired**	9.0	-	-	-
Other	6.4	18.8	9.1	14.3
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	1,880	2,880	220	140

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 23 SUDBURY

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	15.6%	17.3*	23.9%
New York	8.3	4.9	3.6
Ohio	14.6	8.9	10.9
New Jersey	0.5	0.9	2.2
Massachusetts	1.6	-	1.4
Pennsylvania	5.7	4.9	4.3
Illinois	2.6	2.7	3.6
Indiana	3.1	1.8	1.4
Wisconsin	1.0	2.7	4.3
Minnesota	-	1.3	2.2
California	-*	-	0.7
Florida	-*	0.4	0.7
Other U.S	7.8	8.0	12.3
Quebec	2.6	2.7	4.3
Manitoba	1.6	1.8	0.7
Ontario	28.1	36.4	20.3
Other Canada	6.8	5.3	2.9
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	1,920	2,250	2,760

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO SUDBURY VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	5.5%	0.8%	1.0%	9.5%	9.1%	-
Motel	47.7	49.6	48.0	61.9	50.0	72.7
Lodge	12.8	6.7	6.1	-	-	-
Housekeeping Cottage	5.5	2.5	6.1	-	-	-
Own Cottage	-	-	-	-	-	-
Provincial Campsite	18.4	18.5	24.5	19.1	22.7	18.2
Commercial Campsite	1.8	13.4	11.2	-	-	9.1
Home of Friend or Relative	4.6	5.9	2.0	4.8	18.2	-
Other	3.7	2.5	1.0	4.8	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	1,090	1,190	1,960	210	220	220

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING SUDBURY VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	15.3%	11.6%	9.3%	28.6%	31.8%	54.6%
Quiet Relaxation	46.9	19.8	18.6	23.8	9.1	36.4
Pleasant Summer Climate	5.4	0.8	2.1	4.8	-	-
Touring the Province	18.9	20.7	18.6	28.6	22.7	-
Scenery and Natural Beauty	3.6	9.9	10.3	4.8	-	-
Historic Sites	-	0.8	-	-	-	-
Business Purposes	-	4.1	1.0	-	18.2	9.1
Attending a Special Event	-	-	-	-	-	-
Visiting Cities	-	2.5	4.1	4.8	-	-
.....						
Fishing	7.2	18.2	17.5	-	4.5	-
Hunting	-	-	3.1	-	-	-
Camping - Tent	-	3.3		-	-	
Camping - Trailer	-	3.3	8.3	-	13.6	-
Boating	-	0.8		4.8	-	
Cruising	-	-	-	-	-	-
Canoeing	-	0.8		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	0.8	1.0	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	0.9	0.8	2.1	-	-	-
Hobbies (Collecting Minerals, etc.)	0.9	-	1.0	-	-	-
Visiting a Foreign Country	-	0.8	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	0.9	0.8	3.1	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,110	1,210	1,940	210	220	220

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO SUDBURY VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	30.2%	26.1%	28.1%	20.0%	11.1%	-
One Previous Visit	12.5	5.4	8.3	6.7	11.1	10.0%
Two " Visits	7.3	8.1	15.6	13.3	-	-
Three " "	12.5	15.3	6.3	20.0	16.7	30.0
Four " "	6.3	8.1	10.4	6.7	11.1	20.0
Five " "	7.3	8.1	7.3	13.3	11.1	-
Six " "	6.3	7.2	6.3	-	5.6	20.0
Seven " "	2.1	0.9	2.1	-	5.6	-
Eight " "	1.0	1.8	-	-	-	10.0
Nine " "	-	0.9	1.0	-	-	-
Ten or More Previous Visits	14.6	18.0	14.6	20.0	27.8	10.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	960	1,110	1,920	150	180	200

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO SUDBURY VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	<u>U.S. Visitors</u>		<u>Canadian Visitors</u>	
	1969	1970	1969	1970
Professional	37.2%	25.3%	31.8%	18.2%
Teacher*	-	12.1	-	-
Owner/Manager	15.9	8.1	-	9.1
Sales	5.3	4.0	4.5	18.2
Clerical/Office	5.3	10.1	13.6	18.2
Skilled Labour	15.9	17.2	22.7	9.1
Unskilled Labour	3.5	3.0	4.5	-
Farmer	4.4	1.0	-	9.1
Student	6.2	-	13.6	-
Retired**	5.3	16.2	9.1	18.2
Other				
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	1,130	1,980	20	220

Note: Occupation category not included in 1968 questionnaire

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 24 MANITOULIN

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	43.4%	34.8%	45.7%
New York	3.3	3.9	3.1
Ohio	11.2	16.0	17.3
New Jersey	0.7	1.1	-
Massachusetts	-	3.3	0.8
Pennsylvania	3.3	1.7	2.4
Illinois	2.0	3.9	2.4
Indiana	6.6	3.9	3.1
Wisconsin	-	2.2	0.8
Minnesota	1.3	1.1	0.8
California	- *	-	-
Florida	- *	-	0.8
Other U.S.	1.3	6.6	3.1
Quebec	2.6	-	2.4
Manitoba	-	0.6	0.8
Ontario	23.7	21.0	16.5
Other Canada	0.7	-	-
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	1,520	1,810	2,540

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO MANITOULIN VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors	
	1968	1969	1968	1970
Hotel	2.1%	1.4%	- %	25.0%
Motel	44.3	34.8	40.0	50.0
Lodge	10.3	12.1	-	-
Housekeeping Cottage	11.3	7.1	-	-
Own Cottage	1.0	2.1	-	-
Provincial Campsite	21.7	18.4	-	25.0
Commercial Campsite	3.1	19.9	20.0	-
Home of Friend or Relative	4.1	3.5	40.0	-
Other	2.1	0.7	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	970	1,410	50	80

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING MANITOULIN ISLAND VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	12.6%	7.1%	4.9%	25.0%	100.0%	-
Quiet Relaxation	51.5	27.0	24.5	25.0	-	-
Pleasant Summer Climate	2.9	-	-	-	-	-
Touring the Province	18.5	14.2	22.6	50.0	-	25.0
Scenery and Natural Beauty	9.7	14.2	8.8	-	-	-
Historic Sites	-	0.7	-	-	-	-
Business Purposes	-	0.7	2.9	-	-	25.0
Attending a Special Event	1.0	-	-	-	-	-
Visiting Cities	-	-	2.9	-	-	-
.....						
Fishing	1.9	19.1	12.8	-	-	-
Hunting	-	1.4	1.0	-	-	-
Camping - Tent	1.0	4.3		-	-	
Camping - Trailer	-	5.7	6.9	-	-	-
Boating	-	-		-	-	
Cruising	-	0.7	2.9	-	-	-
Canoeing	-	-		-	-	
Other Water Sports	-	-	1.0	-	-	-
Winter Sports	-	-	1.0	-	-	-
.....						
Honeymoon	-	0.7	-	-	-	25.0
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	2.1	1.0	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting a Foreign Country	-	-	2.0	-	-	-
Shopping*	-	-	-	-	-	-
Other	1.0	2.1	4.9	-	-	25.0
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,030	1,410	2,040	40	10	80

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO MANITOULIN VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	23.6%	22.9%	23.0%	33.3%	- %	33.3%
One Previous Visit	3.4	14.5	8.0	33.3	-	-
Two " Visits	5.6	4.6	10.0	-	-	-
Three " "	15.7	9.9	6.0	-	100.0	-
Four " "	4.5	6.1	11.0	-	-	-
Five " "	11.2	8.4	5.0	-	-	-
Six " "	1.1	4.6	3.0	-	-	33.3
Seven " "	1.1	0.8	1.0	33.3	-	-
Eight " "	4.5	1.5	3.0	-	-	33.3
Nine " "	1.1	0.8	1.0	-	-	-
Ten or More Previous Visits	28.1	26.0	29.0	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	890	1,310	2,000	30	10	60

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO MANITOULIN ISLAND VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	35.5%	17.7%	100.0%	-
Teacher*	-	10.8	-	25.0%
Owner/Manager	8.7	10.8	-	-
Sales	6.5	8.8	-	25.0
Clerical/Office	9.4	3.9	-	-
Skilled Labour	15.2	17.7	-	25.0
Unskilled Labour	1.4	3.9	-	-
Farmer	1.4	2.0	-	-
Student	2.9	4.9	-	-
Retired**	11.6	-	-	-
Other	7.2	19.6	-	25.0
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	1,380	2,040	10	80

Note: Occupation category not included in 1968 questionnaire

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 25 ALGOMA

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	34.5%	42.5%	46.6%
New York	2.7	2.1	1.6
Ohio	6.5	6.6	8.3
New Jersey	1.4	1.0	0.5
Massachusetts	0.9	0.8	0.8
Pennsylvania	2.2	1.3	0.7
Illinois	9.6	7.6	7.0
Indiana	5.4	6.4	6.5
Wisconsin	8.9	6.1	7.4
Minnesota	5.3	2.2	2.5
California	-*	2.4	1.0
Florida	-*	1.4	0.7
Other U.S.	13.4	9.9	9.1
Quebec	0.8	0.9	0.6
Manitoba	0.8	0.2	0.6
Ontario	5.9	7.5	5.4
Other Canada	1.8	1.2	0.9
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	19,320	16,500	26,660

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO ALGOMA VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	1968	U.S. Visitors.		1970	Canadian Visitors		
		1969	%		1968	1969	1970
Hotel	4.2%	0.7%		1.5%	5.3%	-	3.6%
Motel	54.3	52.1		50.5	47.4	45.7	35.7
Lodge	2.4	3.9		3.4	-	2.9	3.6
Housekeeping Cottage	2.6	2.2		2.2	1.8	-	-
Own Cottage	0.4	0.2		0.7	-	-	-
Provincial Campsite	28.6	24.9		26.2	35.1	40.0	32.1
Commercial Campsite	4.4	14.2		13.2	10.5	8.6	10.7
Home of Friend or Relative	0.9	0.6		0.9	-	2.9	10.7
Other	2.2	1.2		1.4	-	-	3.6

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Based on No. of Parties	14,010	13,350	22,080	570	350	560
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MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING ALGOMA VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	4.6%	3.5%	2.9%	22.0%	29.7%	28.6%
Quiet Relaxation	41.9	16.7	18.0	28.8	13.5	10.7
Pleasant Summer Climate	3.8	1.0	1.2	3.4	-	-
Touring the Province	23.8	26.9	22.3	33.9	32.4	32.1
Scenery and Natural Beauty	13.4	16.2	12.8	3.4	8.1	3.6
Historic Sites	0.1	0.9	0.6	-	-	-
Business Purposes	0.5	0.6	0.6	1.7	5.4	-
Attending a Special Event	0.1	0.7	2.3	-	-	-
Visiting Cities	3.8	4.1	2.1	5.1	-	3.6
.....						
Fishing	3.4	10.1	11.9	-	2.7	-
Hunting	0.4	0.5	0.6	-	-	-
Camping - Tent	0.1	2.6		-	-	
Camping - Trailer	0.3	3.8	7.9	-	5.4	10.7
Boating	-	0.1		-	-	
Cruising	-	-	0.4	-	-	-
Canoeing	-	-		-	2.7	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	0.1	0.2	-	-	-
.....						
Honeymoon	0.6	1.4	2.4	-	-	-
Reasonable Costs	-	-	0.1	-	-	-
Scientific Interests	-	0.3	0.3	1.7	-	-
Hobbies (Collecting Minerals, etc.)	0.1	0.2	0.2	-	-	-
Visiting a Foreign Country	2.2	4.0	3.2	-	-	-
Shopping*	-	1.2	2.0	-	-	-
Other	0.5	5.0	8.2	-	-	10.7
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties;	15,700	14,720	24,560	590	370	560

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO ALGOMA VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	50.3%	36.7%	35.1%	46.8%	8.6%	26.9%
One Previous Visit	8.4	10.4	11.5	8.1	2.9	3.8
Two " Visits	11.0	11.7	11.4	16.1	22.9	11.5
Three " "	8.6	8.8	11.0	6.5	2.9	7.7
Four " "	5.8	5.8	5.6	6.5	2.9	7.7
Five " "	4.0	5.3	4.7	8.1	2.9	-
Six " "	2.6	3.8	3.6	-	5.7	-
Seven " "	1.2	1.2	1.1	-	-	3.8
Eight " "	1.4	1.4	1.2	1.6	-	3.8
Nine " "	0.1	1.0	0.5	-	-	-
Ten or More Previous Visits	6.5	13.8	14.2	6.5	51.4	34.6
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	14,700	13,900	23,800	620	350	520

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO ALGOMA VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	27.1%	19.6%	35.3%	28.6%
Teacher*	-	7.6	-	7.1
Owner/Manager	10.1	8.9	5.9	7.1
Sales	5.4	5.9	2.9	10.7
Clerical/Office	4.6	5.0	5.9	-
Skilled Labour	24.3	23.4	17.6	3.6
Unskilled Labour	3.5	4.1	-	-
Farmer	2.3	2.8	2.9	-
Student	3.7	3.6	-	10.7
Retired**	11.0	-	2.9	-
Other	7.9	19.0	26.5	32.1
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on Number of Parties	14,390	24,660	340	560

Note: Occupation category not included in 1968 questionnaire

* Category Excluded in 1969

** Category Excluded in 1970

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	30.0%	38.3%	30.0%
New York	4.0	4.5	7.5
Ohio	16.0	10.5	10.0
New Jersey	2.0	1.5	-
Massachusetts	-	-	-
Pennsylvania	2.0	1.5	2.5
Illinois	-	3.8	-
Indiana	4.0	4.5	7.5
Wisconsin	-	3.0	2.5
Minnesota	2.0	-	-
California	- *	-	-
Florida	- *	0.8	-
Other U.S.	10.0	7.5	10.0
Quebec	2.0	1.5	2.5
Manitoba	2.0	-	-
Ontario	24.0	21.8	27.5
Other Canada	2.0	0.8	-
Total	100.0%**	100.0%	100.0%
Based on No. of Parties	500	1,330	800

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO GOLDEN ROUTE - 101 VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors	
	1968	<div>1969</div> <div>- %</div>	1970	<div>1968</div> <div>1969</div> <div>- %</div>
Hotel	7.7%			
Motel	30.1	28.1	51.9	33.3
Lodge	3.9	9.4	11.1	66.7
Housekeeping Cottage	7.7	8.3	7.4	-
Own Cottage	-	2.1	-	-
Provincial Campsite	42.3	30.2	18.5	33.3
Commercial Campsite	-	17.7	-	-
Home of Friend or Relative	3.9	3.1	7.4	-
Other	3.9	1.0	3.7	33.3
				-

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Based on No. of Parties	260	960	540	30	30	20
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MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING GOLDEN ROUTE - 101 VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	10.3%	6.0%	7.1%	66.7%	-	100.0%
Quiet Relaxation	48.3	12.0	14.3	-	33.3	-
Pleasant Summer Climate	6.9	-	-	-	-	-
Touring the Province	10.3	16.0	28.6	33.3	-	-
Scenery and Natural Beauty	17.2	7.0	7.1	-	-	-
Historic Sites	-	2.0	-	-	-	-
Business Purposes	-	1.0	-	-	33.3	-
Attending a Special Event	-	1.0	-	-	-	-
Visiting Cities	-	1.0	3.6	-	23.3	-
.....						
Fishing	3.5	43.0	7.1	-	-	-
Hunting	-	3.0	7.1	-	-	-
Camping - Tent	-	4.0	-	-	-	-
Camping - Trailer	-	3.0	-	-	-	-
Boating	-	-	-	-	-	-
Cruising	-	-	-	-	-	-
Canoeing	-	-	-	-	-	-
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	10.7	-	-	-
.....						
Honeymoon	-	-	7.1	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	1.0	-	-	-	-
Hobbies (Collecting Minerals, etc)	3.5	-	-	-	-	-
Visiting a Foreign Country	-	-	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	-	-	7.1	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	290	1,000	560	30	30	20

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO GOLDEN ROUTE - 101 VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	34.5%	16.8%	7.4%	100.0%	33.3%	-
One Previous Visit	3.5	11.6	7.4	-	-	-
Two " Visits	3.5	13.7	3.7	-	-	-
Three " "	10.3	9.5	3.7	-	-	-
Four " "	10.3	7.4	7.4	-	33.3	-
Five " "	6.9	9.5	29.6	-	-	-
Six " "	3.5	6.3	3.7	-	-	-
Seven " "	6.9	3.2	-	-	33.3	-
Eight " "	3.5	4.2	7.4	-	-	100.0%
Nine " "	-	-	-	-	-	-
Ten or More Previous Visits	17.2	17.9	29.6	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	290	950	540	30	30	20

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO GOLDEN ROUTE - 101 VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	22.4%	35.7%	33.3%	-
Teacher*	-	-	-	-
Owner/Manager	10.2	7.1	-	100.0%
Sales	9.2	-	33.3	-
Clerical/Office	1.0	-	-	-
Skilled Labour	31.6	10.7	-	-
Unskilled Labour	5.1	21.4	-	-
Farmer	2.0	3.6	-	-
Student	3.1	7.1	-	-
Retired**	9.2	-	-	-
Other	6.0	14.3	33.3	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	980	560	30	20

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 27 TIMISKAMING

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	26.2%	11.5%	12.0%
New York	4.6	17.3	16.0
Ohio	7.7	11.5	16.0
New Jersey	1.5	-	-
Massachusetts	-	-	-
Pennsylvania	4.6	9.6	4.0
Illinois	-	1.9	-
Indiana	1.5	-	-
Wisconsin	-	-	-
Minnesota	1.5	-	-
California	- *	1.9	-
Florida	- *	1.9	4.0
Other U.S.	1.5	11.5	12.0
Quebec	3.1	-	-
Manitoba	1.5	-	-
Ontario	38.5	30.8	36.0
Other Canada	7.7	1.9	-
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	650	520	500

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO TIMISKAMING VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors	
	1968	1969	1968	1970
Hotel	6.9%	- %	- %	- %
Motel	24.1	12.9	16.7	100.0
Lodge	13.8	22.6	16.7	-
Housekeeping Cottage	10.3	16.1	-	-
Own Cottage	-	-	-	-
Provincial Campsite	34.5	32.3	66.7	-
Commercial Campsite	-	9.7	-	-
Home of Friend or Relative	-	3.2	-	-
Other	10.3	3.2	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	290	310	60	10

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING TIMISKAMING VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	21.9%	14.7%	6.3%	42.9%	- %	-
Quiet Relaxation	15.6	17.6	25.0	42.9	-	-
Pleasant Summer Climate	-	-	-	-	-	-
Touring the Province	9.4	5.9	-	14.3	100.0	-
Scenery and Natural Beauty	15.6	11.8	12.5	-	-	-
Historic Sites	6.3	-	-	-	-	-
Business Purposes	-	-	-	-	-	-
Attending a Special Event	-	-	-	-	-	-
Visiting Cities	3.1	-	-	-	-	-
.....						
Fishing	25.0	32.4	37.5	-	-	-
Hunting	-	5.9	6.3	-	-	-
Camping - Tent	-	-	-	-	-	-
Camping - Trailer	-	5.9	6.3	-	-	-
Boating	-	-	-	-	-	-
Cruising	-	-	-	-	-	-
Canoeing	-	-	-	-	-	-
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	-	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting A Foreign Country	-	2.9	-	-	-	-
Shopping*	-	-	-	-	-	-
Other	3.1	2.9	6.3	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	-
Based on No. of Parties:	320	340	320	70	10	-

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO TIMISKAMING VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	12.0%	25.0%	33.0%	42.9%	-	-
One Previous Visit	12.0	3.1	6.7	-	-	-
Two " Visits	16.0	9.4	6.7	-	-	-
Three " "	8.0	6.3	-	28.6	-	-
Four " "	4.0	9.4	-	-	100.0	-
Five " "	16.0	6.3	13.3	-	-	-
Six " "	4.0	-	6.7	14.3	-	-
Seven " "	-	3.1	6.7	-	-	-
Eight " "	-	6.3	-	-	-	-
Nine " "	-	-	-	-	-	-
Ten or More Previous Visits	28.0	31.2	26.7	14.3	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	-
Based on No. of Parties:	250	320	300	70	10	-

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO TIMISKAMING VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	30.3%	37.5%	-	-
Teacher*	-	6.3	-	-
Owner/Manager	9.1	-	-	-
Sales	6.1	-	-	-
Clerical/Office	3.0	-	-	-
Skilled Labour	33.3	18.8	-	-
Unskilled Labour	3.0	18.8	-	-
Farmer	3.0	-	-	-
Student	-	-	-	-
Retired**	9.1	-	-	-
Other	3.0	18.8	-	-
TOTAL	100.0%	100.0%	-	-
Based on No. of Parties	330	320	-	-

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 28 JAMES BAY FRONTIER

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	23.6%	24.3%	35.6%
New York	8.5	8.8	8.7
Ohio	3.8	6.1	6.7
New Jersey	2.8	0.7	1.0
Massachusetts	4.7	-	1.0
Pennsylvania	2.8	6.1	3.8
Illinois	0.9	6.1	3.8
Indiana	9.4	5.4	3.8
Wisconsin	1.9	1.4	2.9
Minnesota	1.9	1.4	-
California	- *	-	1.0
Florida	- *	-	2.9
Other U.S.	12.3	8.8	10.6
Quebec	0.9	1.4	-
Manitoba	-	0.7	1.0
Ontario	24.5	27.7	16.3
Other Canada	1.9	1.4	1.0
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	1,060	1,480	2,080

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO JAMES BAY FRONTIER VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	9.7%	- %	- %	- %	- %	- %
Motel	36.1	43.9	38.6	-	40.0	-
Lodge	8.3	8.2	7.2	-	-	50.0
Housekeeping Cottage	4.2	4.1	4.8	-	-	-
Own Cottage	1.4	2.0	1.2	-	-	-
Provincial Campsite	29.2	29.6	33.7	100.0	20.0	-
Commercial Campsite	6.9	11.2	10.8	-	20.0	50.0
Home of Friend or Relative	1.4	-	2.4	-	-	-
Other	2.8	1.0	1.2	-	20.0	-

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
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Based on No. of Parties	720	980	1,660	30	50	40
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MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING JAMES BAY FRONTIER VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	4.0%	- %	5.9%	33.3%	40.0%	-
Quiet Relaxation	50.7	21.8	15.3	33.3	-	50.0
Pleasant Summer Climate	4.0	1.0	1.2	-	-	-
Touring the Province	21.3	38.6	29.4	33.3	40.0	-
Scenery and Natural Beauty	8.0	9.9	14.1	-	-	-
Historic Sites	1.3	1.0	-	-	-	-
Business Purposes	-	1.0	-	-	-	-
Attending a Special Event	-	-	2.4	-	-	-
Visiting Cities	-	2.0	-	-	-	-
.....						
Fishing	6.7	13.9	9.4	-	-	-
Hunting	-	2.0	1.2	-	-	-
Camping - Tent	1.3	1.0		-	-	
Camping - Trailer	1.3	1.0	4.7	-	-	50.0
Boating	-	-		-	-	
Cruising	-	-	2.4	-	-	-
Canoeing	-	1.0		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	-	-	-	20.0	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	1.2	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting a Foreign Country	-	1.0	1.2	-	-	-
Shopping*	-	-	-	-	-	-
Other	1.3	5.0	11.8	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	750	1,010	1,700	30	50	40

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO JAMES BAY FRONTIER VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	25.4%	16.1%	16.3%	66.7%	25.0%	-
One Previous Visit	6.8	12.9	8.8	-	-	-
Two " Visits	13.6	10.8	11.3	-	25.0	-
Three " "	13.6	11.8	18.8	-	-	50.0%
Four " "	10.2	8.6	5.0	-	-	50.0
Five " "	8.5	4.3	15.0	33.3	25.0	-
Six " "	3.4	7.5	5.0	-	-	-
Seven " "	1.7	2.2	1.3	-	-	-
Eight " "	1.7	-	2.5	-	-	-
Nine " "	-	2.2	-	-	-	-
Ten or More Previous Visits	15.3	23.7	16.3	-	25.0	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	590	930	1,600	30	40	40

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO JAMES BAY FRONTIER VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	34.3%	17.7%	20.0%	-
Teacher*	-	16.5	-	-
Owner/Manager	11.1	10.6	-	100.0%
Sales	2.0	4.7	20.0	-
Clerical/Office	6.1	2.4	-	-
Skilled Labour	19.2	14.1	20.0	-
Unskilled Labour	2.0	1.2	20.0	-
Farmer	4.0	2.4	-	-
Student	7.1	5.9	-	-
Retired**	10.1	-	-	-
Other	4.0	24.7	20.0	-
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	990	1,700	50	40

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 29 UPPER LAKE SUPERIOR

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	29.1%	22.6%	23.8%
New York	1.0	1.0	0.8
Ohio	4.0	4.3	4.3
New Jersey	0.4	0.3	0.7
Massachusetts	0.5	0.2	0.6
Pennsylvania	0.9	0.5	1.0
Illinois	9.0	8.1	9.8
Indiana	3.8	4.0	5.4
Wisconsin	10.9	12.1	13.8
Minnesota	15.3	22.6	20.3
California	- *	1.1	1.0
Florida	- *	1.1	0.9
Other U.S.	12.4	13.4	12.6
Quebec	0.9	0.6	0.2
Manitoba	4.0	2.7	1.3
Ontario	5.9	4.4	2.6
Other Canada	2.0	1.2	1.0
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	13,940	12,340	27,080

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO UPPER LAKE SUPERIOR VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors		Canadian Visitors			
	1968	1969	1970	1968	1969	1970
Hotel	3.1%	1.2%	0.4%	4.3%	1.9%	-
Motel	48.1	41.7	46.3	37.6	31.5	44.1
Lodge	3.0	2.6	1.9	2.2	-	-
Housekeeping Cottage	1.7	2.6	1.5	4.3	-	2.9
Own Cottage	0.4	0.3	0.1	-	-	2.9
Provincial Campsite	37.5	36.6	39.9	39.8	48.1	35.3
Commercial Campsite	4.2	14.0	9.0	7.5	11.1	2.9
Home of Friend or Relative	0.5	0.3	0.6	4.3	7.4	11.8
Other	1.5	0.8	0.4	-	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	11,010	10,920	24,740	930	540	680

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING UPPER LAKE SUPERIOR VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	3.0%	2.2%	2.0%	38.8%	38.8%	44.1%
Quiet Relaxation	38.3	23.0	24.7	28.2	12.2	11.8
Pleasant Summer Climate	4.9	0.9	0.9	5.9	-	-
Touring the Province	32.0	33.3	29.6	15.3	16.3	17.7
Scenery and Natural Beauty	14.8	16.2	16.7	4.7	4.1	2.9
Historic Sites	0.7	0.5	0.2	1.2	-	-
Business Purposes	0.1	0.5	0.5	2.4	2.0	-
Attending a Special Event	-	0.1	0.2	-	2.0	-
Visiting Cities	1.1	0.5	0.8	1.2	-	2.9
.....						
Fishing	3.9	8.9	7.5	1.2	2.0	2.9
Hunting	0.3	0.2	-	-	-	-
Camping - Tent	0.4	2.7		1.2	6.1	
Camping - Trailer	0.3	5.0	9.9	-	10.2	8.8
Boating	-	0.2		-	-	
Cruising	-	0.1	0.1	-	-	-
Canoeing	-	0.2		-	-	
Other Water Sports	-	-	-	-	2.0	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	0.4	2.0	2.7	-	-	-
Reasonable Costs	-	0.1	0.1	-	-	-
Scientific Interests	-	0.2	0.2	-	-	-
Hobbies (Collecting Minerals, etc.)	-	0.1	0.8	-	-	-
Visiting a Foreign Country	-	1.3	1.3	-	-	-
Shopping*	-	0.3	0.2	-	2.0	-
Other	0.1	1.5	1.7	-	2.0	8.8
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	11,340	10,970	25,640	850	490	680

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO UPPER LAKE SUPERIOR VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	50.1%	43.8%	44.4%	32.2%	16.3%	9.4%
One Previous Visit	7.8	13.0	14.0	9.2	8.2	12.5
Two " Visits	13.4	9.3	11.1	9.2	6.1	18.8
Three " "	8.9	6.4	8.4	9.2	4.1	18.8
Four " "	5.7	7.5	4.7	4.6	6.1	6.3
Five " "	5.1	4.2	3.8	9.2	16.3	-
Six " "	2.4	4.3	3.2	5.8	4.1	-
Seven " "	0.4	0.6	0.8	1.1	-	-
Eight " "	0.9	0.9	1.6	1.1	6.1	6.3
Nine " "	0.6	0.9	0.1	2.3	2.1	-
Ten or More Previous Visits	4.9	9.0	8.0	16.1	30.6	28.1
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	10,470	10,770	24,500	870	490	640

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO UPPER LAKE SUPERIOR VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitor		Canadian Visitors	
	1969	1970	1969	1970
Professional	28.4%	20.7%	34.7%	29.4%
Teacher*	-	8.0	-	11.8
Owner/Manager	9.5	9.5	6.1	2.9
Sales	5.7	6.7	4.1	8.8
Clerical/Office	7.1	6.3	14.3	11.8
Skilled Labour	23.6	22.6	22.4	5.9
Unskilled Labour	3.4	2.3	-	-
Farmer	3.8	3.7	-	5.9
Student	3.3	4.8	8.2	5.9
Retired**	7.4	-	4.1	-
Other	7.9	15.6	6.1	17.7
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	10,650	25,700	490	680

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 30 RAINY RIVER

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	3.5%	1.4%	3.3%
New York	0.9	0.4	0.8
Ohio	0.8	2.0	0.8
New Jersey	0.4	-	-
Massachusetts	0.3	0.2	0.8
Pennsylvania	0.4	0.6	0.4
Illinois	12.6	10.5	12.1
Indiana	3.1	2.6	4.2
Wisconsin	7.7	8.1	3.8
Minnesota	29.8	32.9	33.1
California	- *	2.6	1.3
Florida	- *	0.6	0.8
Other U.S.	28.8	27.4	28.9
Quebec	0.6	0.2	-
Manitoba	5.0	5.3	3.3
Ontario	3.3	3.7	5.4
Other Canada	2.9	1.6	0.8
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	7,810	5,070	4,780

* Not included separately in 1968

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO RAINY RIVER VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	2.7%	4.0%	2.2%	-	-	-
Motel	36.0	27.2	25.2	32.2	26.5	30.0
Lodge	8.9	8.6	9.4	3.4	2.9	-
Housekeeping Cottage	5.9	7.6	5.8	5.1	11.8	10.0
Own Cottage	0.5	1.2	2.2	1.7	2.9	-
Provincial Campsite	27.6	32.7	38.1	40.7	41.2	40.0
Commercial Campsite	7.7	12.5	11.5	8.5	5.9	10.0
Home of Friend or Relative	3.6	2.1	3.6	6.8	8.8	10.0
Other	1.1	4.0	2.2	1.7	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	4,390	3,270	2,780	590	340	200

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING RAINY RIVER VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	5.2%	2.9%	6.0%	9.7%	6.7%	40.0%
Quiet Relaxation	33.6	18.3	16.2	43.6	20.0	20.0
Pleasant Summer Climate	6.8	0.9	0.9	9.7	-	-
Touring the Province	20.9	14.2	15.3	12.9	13.3	-
Scenery and Natural Beauty	14.5	21.5	16.7	12.9	10.0	-
Historic Sites	2.0	4.4	1.9	1.6	-	-
Business Purposes	0.3	0.6	0.9	-	3.3	20.0
Attending a Special Event	0.2	-	-	-	-	-
Visiting Cities	2.6	1.7	2.8	1.6	-	-
.....						
Fishing	9.9	17.2	14.4	1.6	10.0	10.0
Hunting	-	0.3	-	-	-	-
Camping - Tent	0.8	1.7		-	13.3	
Camping - Trailer	-	3.5	2.8	-	10.0	10.0
Boating	-	-		-	3.3	
Cruising	-	-	2.3	-	3.3	-
Canoeing	-	1.2		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	0.2	1.2	1.4	-	3.3	-
Reasonable Costs	0.2	-	-	-	-	-
Scientific Interests	0.3	-	0.5	1.6	-	-
Hobbies (Collecting Minerals, etc.)	0.2	0.9	0.5	-	-	-
Visiting a Foreign Country	2.0	5.8	12.0	-	-	-
Shopping*	-	0.6	2.8	-	-	-
Other	0.5	3.2	2.8	4.8	3.3	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	6,140	3,440	4,320	620	300	200

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO RAINY RIVER VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	57.2%	60.4%	52.2%	42.7%	21.9%	11.1%
One Previous Visit	8.6	6.6	7.2	5.3	6.3	11.1
Two " Visits	8.2	8.3	7.2	8.0	9.4	-
Three " "	9.1	5.9	11.1	6.7	15.6	11.1
Four " "	4.0	3.9	3.4	8.0	15.6	-
Five " "	2.3	1.5	2.9	14.7	9.4	11.1
Six " "	2.3	2.9	1.4	-	6.3	-
Seven " "	1.1	0.2	-	-	-	11.1
Eight " "	1.3	0.7	1.4	-	-	11.1
Nine " "	-	0.5	-	-	-	-
Ten or More Previous Visits	6.0	9.0	13.0	14.7	15.6	33.3
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	6,190	4,090	4,140	750	320	180

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO RAINY RIVER VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	28.2%	18.5%	41.4%	10.0%
Teacher*	-	10.7	-	10.0
Owner/Manager	9.8	11.1	10.3	20.0
Sales	5.2	6.5	10.3	20.0
Clerical/Office	6.3	2.8	-	10.0
Skilled Labour	16.4	15.7	17.2	10.0
Unskilled Labour	2.1	2.8	3.4	-
Farmer	8.0	9.7	3.4	-
Student	6.3	3.7	3.4	-
Retired**	9.4	-	-	-
Other	8.4	18.5	10.3	20.0
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	2,870	4,320	290	200

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 31 LAKE OF THE WOODS

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	4.9%	4.0%	5.1%
New York	2.8	3.1	2.8
Ohio	1.4	1.8	1.3
New Jersey	0.6	0.8	0.4
Massachusetts	1.0	0.8	0.7
Pennsylvania	1.4	0.8	1.1
Illinois	6.9	6.1	7.2
Indiana	1.5	2.4	2.8
Wisconsin	5.1	4.9	7.0
Minnesota	15.0	15.8	18.2
California	- *	4.4	4.8
Florida	- *	0.8	1.5
Other U.S.	24.3	18.8	21.3
Quebec	2.3	1.9	1.5
Manitoba	17.2	12.6	11.2
Ontario	6.6	12.3	8.8
Other Canada	9.1	9.0	4.4
TOTAL	100.0% **	100.0%	100.0%
Based on No. of Parties	19,500	11,890	10,880

* Not included separately in 1968

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO LAKE OF THE WOODS VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	3.0%	1.0%	1.5%	2.2%	2.0%	1.3%
Motel	33.7	31.1	31.1	26.6	24.2	16.7
Lodge	9.3	4.6	6.7	5.0	2.7	5.1
Housekeeping Cottage	8.8	7.5	6.2	12.1	8.6	12.8
Own Cottage	0.8	0.6	1.5	3.5	1.6	5.1
Provincial Campsite	34.0	37.0	34.7	36.7	32.8	35.9
Commercial Campsite	7.7	16.6	16.5	7.8	19.5	16.7
Home of Friend or Relative	1.3	1.1	0.5	4.8	7.8	6.4
Other	1.5	0.6	1.3	1.5	0.8	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	11,220	7,210	7,780	4,630	2,560	1,560

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING LAKE OF THE WOODS VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	5.5%	3.6%	4.5%	17.0%	18.3	14.0%
Quiet Relaxation	44.1	21.5	24.4	53.3	16.8	19.4
Pleasant Summer Climate	7.6	0.3	0.8	4.6	0.8	-
Touring the Province	19.1	18.7	14.7	11.1	12.6	10.8
Scenery and Natural Beauty	11.7	15.4	16.4	5.7	5.7	17.2
Historic Sites	0.7	0.3	0.3	0.8	1.5	1.1
Business Purposes	0.2	0.3	-	1.3	3.1	2.2
Attending a Special Event	-	0.3	0.3	-	0.8	1.1
Visiting Cities	1.1	0.8	0.5	0.4	0.4	1.1
.....						
Fishing	7.5	14.7	16.9	2.5	6.1	6.5
Hunting	-	0.5	0.3	0.2	-	-
Camping - Tent	0.4	5.1		1.1	9.9	
Camping - Trailer	0.3	9.4	12.9	0.2	12.6	19.4
Boating	-	0.3		-	2.7	
Cruising	-	-	1.0	-	-	2.2
Canoeing	0.1	0.2		-	-	
Other Water Sports	0.1	0.3	-	-	0.8	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	0.3	1.7	1.2	0.2	1.1	1.1
Reasonable Costs	0.1	-	-	-	-	-
Scientific Interests	0.2	0.3	-	0.2	-	-
Hobbies (Collecting Minerals, etc.)	-	0.2	-	-	-	-
Visiting a Foreign Country	0.1	1.4	2.5	-	-	-
Shopping*	-	-	0.3	-	0.4	-
Other	1.1	4.7	3.2	1.5	6.5	4.3
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	11,260	6,410	8,040	4,770	2,620	1,860

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO LAKE OF THE WOODS VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	49.7%	50.0%	51.0%	33.6%	23.9%	14.3%
One Previous Visit	10.3	13.1	13.4	6.4	9.7	11.9
Two " Visits	10.1	9.8	10.2	8.3	10.9	9.5
Three " "	7.8	10.0	7.1	9.0	7.7	9.5
Four " "	5.8	3.6	3.7	6.4	7.7	1.2
Five " "	5.0	3.4	4.5	10.7	8.9	1.2
Six " "	1.7	2.6	1.6	3.2	3.6	3.6
Seven " "	1.4	0.6	1.3	2.1	1.2	1.2
Eight " "	1.0	1.8	0.8	1.3	3.2	2.4
Nine " "	0.1	0.7	-	-	-	-
Ten or More Previous Visits	7.1	7.5	6.5	19.0	23.1	45.2
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	11,520	7,040	7,640	4,680	2,470	1,680

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO LAKE OF THE WOODS VACATION AREA, 1968, 1969 and 1970

(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	30.4%	20.2%	37.0%	26.9%
Teacher*	-	9.0	-	6.5
Owner/Manager	10.1	10.2	7.3	16.1
Sales	6.1	7.5	7.3	8.6
Clerical/Office	4.0	3.7	3.7	5.4
Skilled Labour	18.0	17.7	19.1	16.1
Unskilled Labour	2.2	1.2	1.6	-
Farmer	4.4	4.5	2.4	2.2
Student	4.7	4.5	3.3	4.3
Retired**	11.5	-	6.1	-
Other	8.6	21.6	12.2	14.0
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	5,930	8,040	2,460	1,860

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

VACATION AREA NO. 32 PATRICIA

ORIGIN OF VISITORS

(In Per Cent)

ORIGIN	1968	1969	1970
Michigan	5.9%	4.7%	2.4%
New York	0.5	0.6	2.4
Ohio	-	2.3	2.4
New Jersey	-	0.6	-
Massachusetts	-	-	-
Pennsylvania	-	0.6	-
Illinois	15.6	12.8	11.0
Indiana	3.2	2.3	4.9
Wisconsin	9.7	12.2	11.0
Minnesota	11.3	16.9	12.2
California	- *	1.2	2.4
Florida	- *	1.2	1.2
Other U.S.	29.6	24.4	31.7
Quebec	-	0.6	1.2
Manitoba	19.4	9.9	8.5
Ontario	3.2	9.3	8.5
Other Canada	1.6	0.6	-
TOTAL	100.0%**	100.0%	100.0%
Based on No. of Parties	1,860	1,720	1,640

* Not included separately in 1968.

** Totals do not necessarily add to 100% due to computer rounding.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT ACCOMMODATION WAS REQUIRED) BY U.S.,
CANADIAN (EXCLUDING ONTARIO) VISITORS TO PATRICIA VACATION AREA - 1968, 1969 and 1970

TYPE OF ACCOMMODATION	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Hotel	3.9%	0.7%	- %	- %	- %	- %
Motel	16.4	17.2	6.0	9.1	10.5	12.5
Lodge	16.4	21.6	35.8	3.0	5.3	-
Housekeeping Cottage	15.6	5.2	9.0	18.2	10.5	25.0
Own Cottage	-	0.7	-	-	-	-
Provincial Campsite	36.7	28.4	32.8	45.5	63.2	37.5
Commercial Campsite	6.3	18.7	14.9	18.2	-	12.5
Home of Friend or Relative	1.6	3.7	1.5	6.1	10.5	12.5
Other	3.1	3.7	-	-	-	-

TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,280	1,340	1,340	330	190	160

MAIN REASON (FIRST PREFERENCE ONLY) FOR VISITING PATRICIA VACATION AREA,
BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS, 1968, 1969 and 1970
(In Per Cent)

MAIN REASON	U.S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
Visit Friends and/or Relatives	3.9%	6.7%	4.6%	16.1%	11.8%	25.0%
Quiet Relaxation	44.6	13.5	15.2	51.6	17.6	25.0
Pleasant Summer Climate	3.9	1.9	-	6.5	-	-
Touring the Province	10.0	5.8	3.0	3.2	-	12.5
Scenery and Natural Beauty	13.1	12.5	3.0	9.7	-	-
Historic Sites	-	1.0	-	-	5.9	-
Business Purposes	-	-	-	-	5.9	-
Attending a Special Event	-	-	-	-	-	-
Visiting Cities	0.8	-	1.5	-	-	-
.....						
Fishing	23.1	47.1	60.6	9.7	17.6	25.0
Hunting	0.8	1.0	3.0	-	-	-
Camping - Tent	-	1.0		-	23.5	
Camping - Trailer	-	5.8	4.6	-	17.6	12.5
Boating	-	-		-	-	
Cruising	-	-	1.5	-	-	-
Canoeing	-	1.0		-	-	
Other Water Sports	-	-	-	-	-	-
Winter Sports	-	-	-	-	-	-
.....						
Honeymoon	-	1.0	-	-	-	-
Reasonable Costs	-	-	-	-	-	-
Scientific Interests	-	-	-	-	-	-
Hobbies (Collecting Minerals, etc.)	-	-	-	-	-	-
Visiting a Foreign Country	-	1.0	3.0	-	-	-
Shopping*	-	-	-	-	-	-
Other	-	1.0	-	3.2	-	-
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,300	1,040	1,320	310	170	160

* Category excluded in 1968

VISITS MADE TO ONTARIO BY AMERICAN AND CANADIAN (EXCLUDING ONTARIO) VISITORS,
TO PATRICIA VACATION AREA - 1968, 1969 and 1970
(In Per Cent)

VISITS TO ONTARIO	U. S. Visitors			Canadian Visitors		
	1968	1969	1970	1968	1969	1970
First Visit	38.4%	35.7%	29.7%	12.5%	15.8%	-
One Previous Visit	8.3	11.9	9.4	3.1	-	-
Two " Visits	13.5	9.5	14.1	6.2	5.3	-
Three " "	8.3	8.7	23.4	15.6	-	-
Four " "	5.3	7.9	1.6	15.6	-	-
Five " "	8.3	4.0	3.1	21.9	-	14.3
Six " "	3.8	7.1	3.1	-	5.3	14.3
Seven " "	3.0	3.2	1.6	3.1	5.3	-
Eight " "	-	3.2	1.6	-	5.2	-
Nine " "	1.5	-	-	-	-	-
Ten or More Previous Visits	9.8	8.7	12.5	21.9	63.2	71.4
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties:	1,330	1,260	1,280	320	190	140

OCCUPATION OF AMERICAN AND CANADIAN (EXCLUDING ONTARIO) HEAD OF VISITOR-PARTY
TO PATRICIA VACATION AREA, 1968, 1969 and 1970
(In Per Cent)

OCCUPATION	U.S. Visitors		Canadian Visitors	
	1969	1970	1969	1970
Professional	32.0%	16.4%	29.4%	12.5%
Teacher*	-	7.5	-	-
Owner/Manager	16.5	9.0	11.8	-
Sales	4.1	14.9	5.9	12.5
Clerical/Office	3.1	4.5	11.8	-
Skilled Labour	18.6	14.9	29.4	25.0
Unskilled Labour	2.1	-	-	12.5
Farmer	3.1	7.5	-	-
Student	8.2	7.5	-	-
Retired**	8.2	-	-	-
Other	4.1	17.9	11.8	37.5
TOTAL	100.0%	100.0%	100.0%	100.0%
Based on No. of Parties	970	1,340	170	160

Note: Occupation category not included in 1968 questionnaire.

* Category Excluded in 1969

** Category Excluded in 1970

APPENDIX I

Tables A-1 to A-6

Table A-1

VISITORS TO TRAVEL INFORMATION CENTRES 1962 TO 1970

Centre	1962	1963	1964	1965	1966	1967	1968	1969**	1970**
Cornwall*	47,629	44,533	62,190	77,342	71,519	91,565	95,229	87,114	106,350 (4)
1000 Island Bridge*	90,350	110,958	103,626	80,498	91,829	114,239	81,682	75,228	84,204
Niagara Falls*	108,695	120,452	121,831	108,015	120,232	59,948	76,670	48,720	84,888
Windsor (Tunnel)*	40,614	71,513	87,271	84,337	125,363	89,322	104,308	103,200	141,210 (3)
Point Edward*	171,600	180,172	181,077	161,273	154,010	178,122	179,782	167,589	179,760 (1)
Lakeland (Barrie)*	52,058	65,077	67,532	70,122	60,823	62,613	83,576	81,402	88,239
Sault Ste. Marie*	25,598	38,272	29,917	39,906	78,367	57,827	42,433	37,941	148,206 (2)
Lancaster	85,445	80,669	83,709	27,762	60,823	81,923	54,573	51,246	49,101
Point Fortune	-	-	-	-	-	49,058	75,530	27,592	21,162
Hawkesbury	3,949	5,856	5,594	7,956	8,757	6,192	5,031	5,523	9,075
Johnstown (Prescott)	3,406	8,889	12,899	11,562	17,769	19,531	20,722	18,030	24,753
Hill Island	-	-	-	-	-	54,408	43,925	49,755	52,638
Homer (St. Catharines)	60,574	74,202	16,764	52,516	52,230	33,802	50,558	48,510	92,388 (5)
Port Erie	32,963	32,963	33,630	32,479	42,791	15,612	36,618	32,370	36,834
Windsor (Bridge)	52,407	49,558	54,367	48,365	52,430	42,515	85,584	77,850	90,381
Pigeon River	-	-	-	30,079	30,021	30,689	20,095	32,010	43,524
Kenora	34,643	31,824	30,291	34,881	39,551	44,242	38,180	39,990	38,328
Fort Frances	17,320	18,307	13,064	27,356	23,632	17,589	15,063	22,380	22,908
Rainy River	-	1,112	2,939	4,090	5,028	4,956	4,703	5,790	5,913
Total	860,526***	968,120***	985,883***	898,539	1,035,175	1,054,153	1,114,262	1,012,240	1,319,862

* Operated all year. (All other centres seasonally operated)

** Improved tabulation method resulted in lower figures in some cases.

*** This total includes Middle Falls Reception Centre which no longer operates.

Table A-2

PROPOSED AVERAGE LENGTH OF STAY IN ONTARIO,
BY SELECTED U.S. ORIGINS, 1969
(In Per Cent)

<u>Origin</u>	(In Days) <u>1969</u>
Michigan	3.8
New York	4.0
Ohio	4.8
Pennsylvania	5.0
Illinois	4.8
Minnesota	3.8
New Jersey	4.5
Wisconsin	4.1
Massachusetts	4.8
Indiana	4.6
Other U.S.	5.1
Total U.S. average	4.4
<u>Other Provinces</u>	<u>8.4</u>

Table A-3

TYPE OF ACCOMMODATION USE PLANNED, (WHERE OVERNIGHT STAY REQUIRED),
BY PREVIOUS VISITATION, AND BY ORIGIN, 1969
(In Per Cent)

<u>Type of Accommodation</u>	<u>U.S. Visitors</u>		<u>Other Province Visitors</u>	
	<u>First Visit</u>	<u>Repeat Visit</u>	<u>First Visit</u>	<u>Repeat Visit</u>
Hotel	3.3%	3.3%	4.5%	3.8%
Motel	59.3	54.7	39.1	38.3
Lodge/Resort	2.1	3.6	0.7	1.4
Housekeeping Cottage	1.8	3.0	2.3	2.7
Own Cottage	0.1	0.8	0.2	0.6
Provincial Campsite	19.5	18.2	31.2	31.5
Commercial Campsite	11.0	10.4	13.1	8.9
Home of Friends and/or Relatives	1.9	4.7	7.7	11.6
Other	1.0	1.4	1.1	1.3
<u>Total</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>	<u>100.0%</u>

Based on No. of Parties:

68,270 4,420 17,470

113,310

Table A-4

SELECTED MAIN REASONS (FIRST PREFERENCE ONLY) FOR VISITING,
BY PREVIOUS VISITATION, AND BY ORIGIN, 1969
(In Per Cent)

Selected Main Reasons for Visiting	<u>U.S. Visitors</u>		<u>Other Province Visitors</u>	
	First Visit	Repeat Visit	First Visit	Repeat Visit
Touring the Province	45.6%	54.4%	30.8%	69.2%
Quiet Relaxation	33.3	66.7	18.1	81.9
Scenery and Natural Beauty	37.9	62.1	22.9	77.1
Visit Friends and/or Relatives	20.6	79.4	13.9	86.1
Visiting Cities	43.4	56.6	16.4	83.6
Visiting a Foreign Country	70.6	29.4	-	-
Visiting Historic Sites	42.1	57.9	14.1	85.9
Fishing	24.7	75.3	7.5	92.5
Camping (Tent & Trailer)	35.9	64.1	19.6	80.4
Overall Per Cent	37.2%	62.5%	18.9%	80.7%

Table A-5

OCCUPATION OF VISITOR-PARTY HEADS, BY SELECTED ORIGIN, 1969
(In Per Cent)

Origin	Professional	Owner/ Manager	Clerical				Farmer	Student	Retired	Other	Based on No. of Parties
			Sales	Office	Skilled Labour	Unskilled Labour					
Michigan	29.4%	8.4%	6.1%	6.4%	24.4%	3.8%	1.5%	6.5%	6.8%	6.7%	58,320
New York	36.9	11.2	5.7	6.2	16.5	1.6	1.3	5.4	6.3	8.9	27,470
Ohio	29.4	10.4	7.5	7.4	21.9	3.2	1.8	5.5	6.0	7.0	17,750
Pennsylvania	31.8	9.2	8.3	6.3	22.8	2.3	1.6	3.7	7.2	6.7	12,780
Illinois	34.2	11.9	6.2	7.5	19.3	1.9	1.3	4.1	5.1	8.4	12,720
Minnesota	33.5	9.9	6.2	7.4	20.1	2.3	4.1	5.1	5.1	6.3	7,280
New Jersey	33.3	12.0	8.3	5.8	19.7	1.6	-	4.0	7.7	7.7	7,020
Wisconsin	32.7	11.1	6.0	6.8	20.3	2.2	2.2	6.3	6.3	6.1	5,870
Massachusetts	36.9	11.3	6.2	4.5	17.6	0.9	0.4	4.3	9.5	8.3	5,290
Indiana	33.0	10.2	6.0	5.8	21.4	2.6	2.4	5.4	6.3	6.8	7,180
Other U.S. States	35.4	9.2	5.0	5.1	13.4	1.2	2.1	6.2	13.4	9.0	40,990
Other Provinces	32.7	8.8	8.9	8.7	17.2	1.5	1.3	4.8	5.7	10.4	23,530

Table A-6

OCCUPATION OF VISITOR-PARTY HEADS, BY PREVIOUS
VISITATION AND BY ORIGIN, 1969
(In Per Cent)

Occupation	U.S. Visitors		Other Province Visitors	
	First Visit	Repeat Visit	First Visit	Repeat Visit
Professional	30.4%	34.4%	34.4%	32.3%
Owner/Manager	10.0	9.7	8.6	8.8
Sales	6.3	6.1	5.7	9.5
Clerical/Office	6.6	6.0	5.7	9.2
Skilled Labour	20.5	19.2	20.5	16.5
Unskilled Labour	2.7	2.3	2.2	1.3
Farmer	2.1	1.4	3.3	0.9
Student	6.7	5.0	6.2	4.6
Retired	6.1	8.9	4.2	6.2
Other	8.7	7.0	9.2	10.7
Total	100.0%	100.0%	100.0%	100.0%

Based on No. of Parties:

78,170

127,940

4,540

19,400

APPENDIX II

Graphs Nos. 1 to 8

Graph No. 1

ORIGIN OF U.S. VISITORS TO ONTARIO GOVERNMENT
TRAVEL INFORMATION CENTRES, 1968, 1969 AND 1970

In Per Cent

1968
1969
1970
Michigan

New York

Ohio

Pennsylvania

Illinois

Minnesota

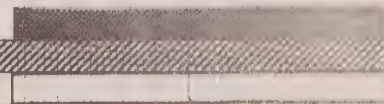
New Jersey

Wisconsin

Massachusetts

Indiana

Other U.S. States



Graph No. 2

ORIGIN OF CANADIAN VISITORS TO ONTARIO GOVERNMENT
TRAVEL INFORMATION CENTRES, 1968, 1969 AND 1970

1970

1969

1968

In Per Cent

90

80

70

60

50

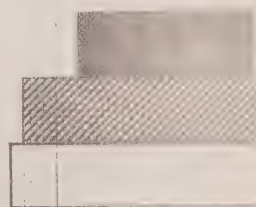
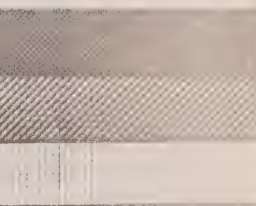
40

30

20

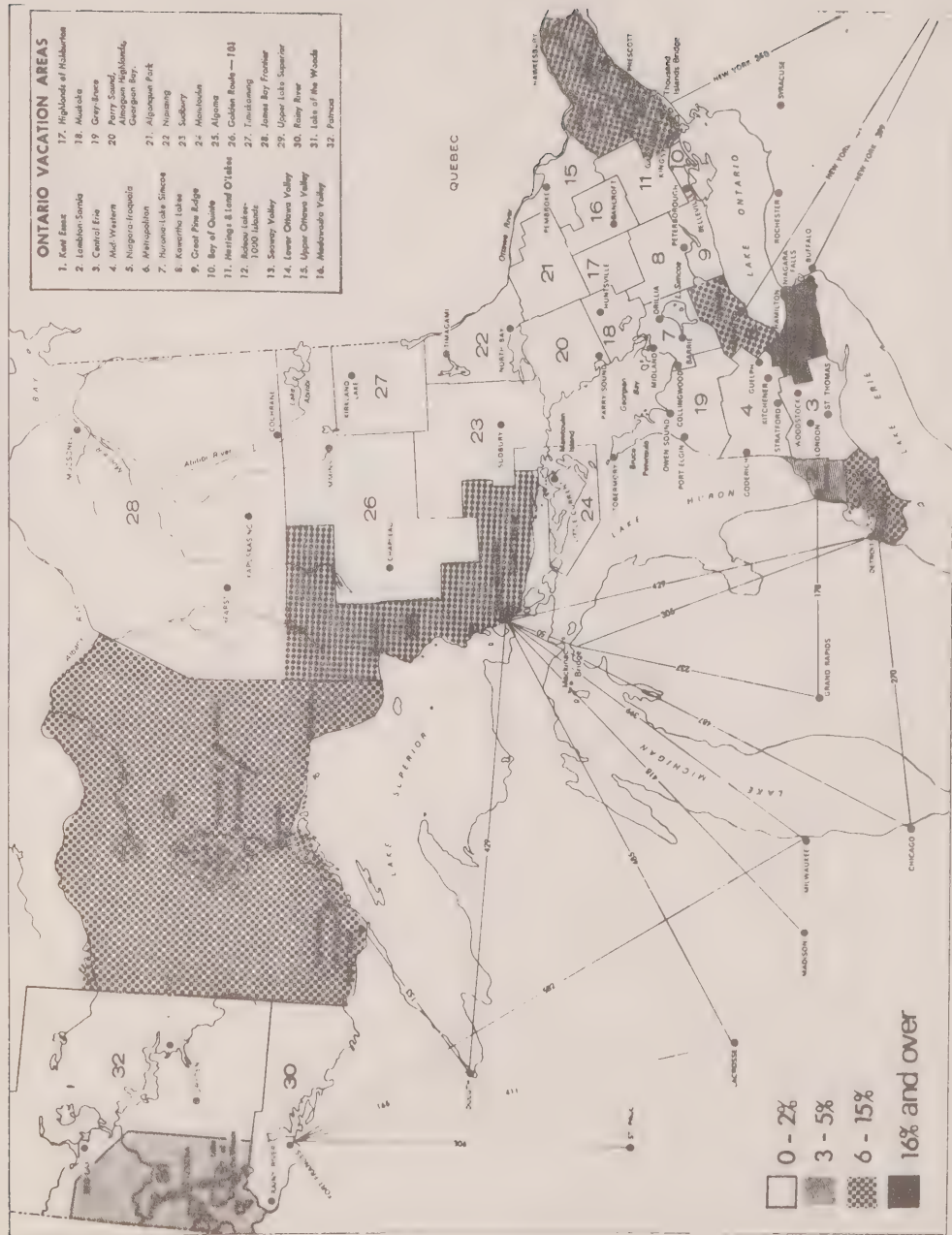
10

0

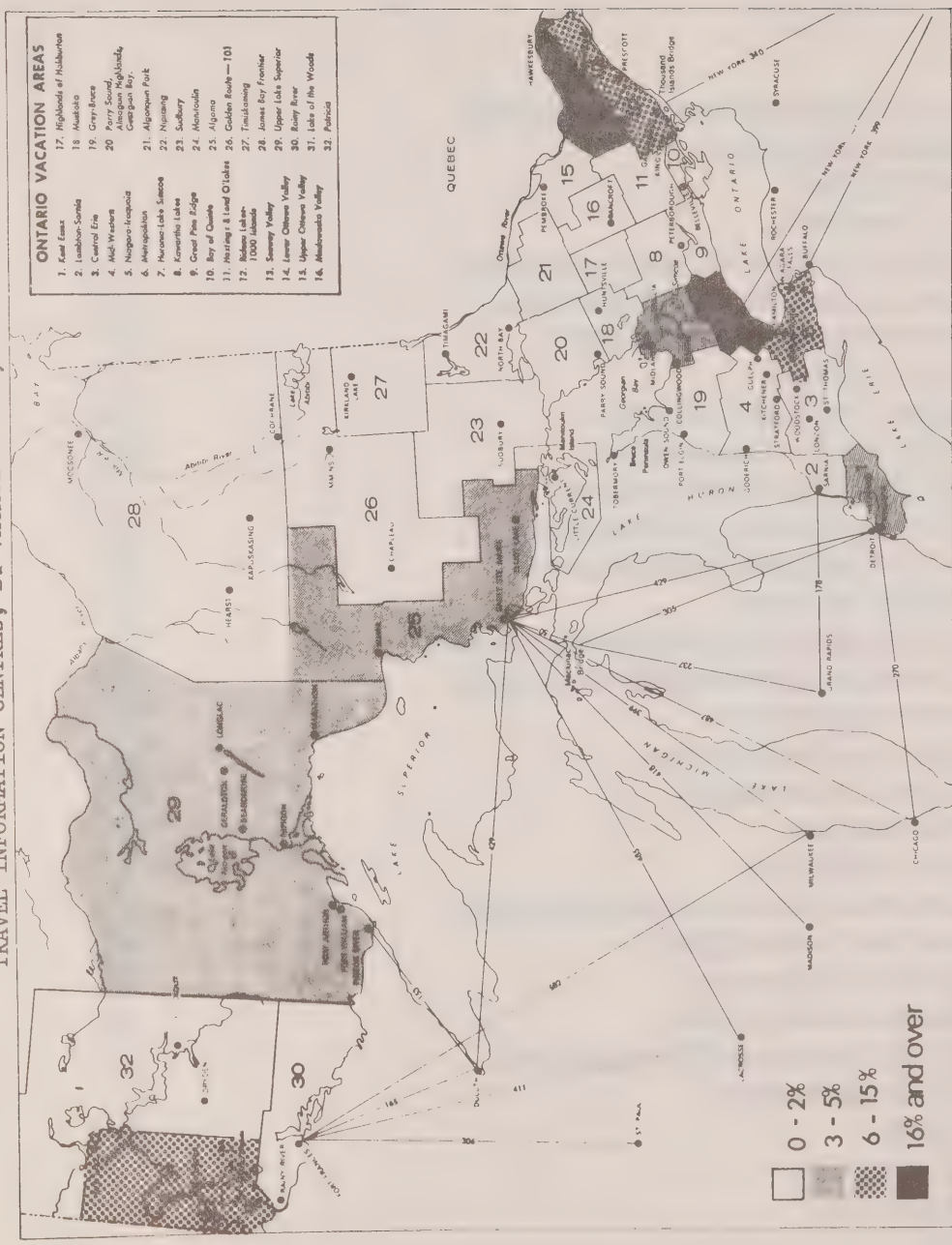


DESTINATION OF AMERICAN VISITORS TO ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES, BY VACATION AREA, 1970

Graph No. 3.

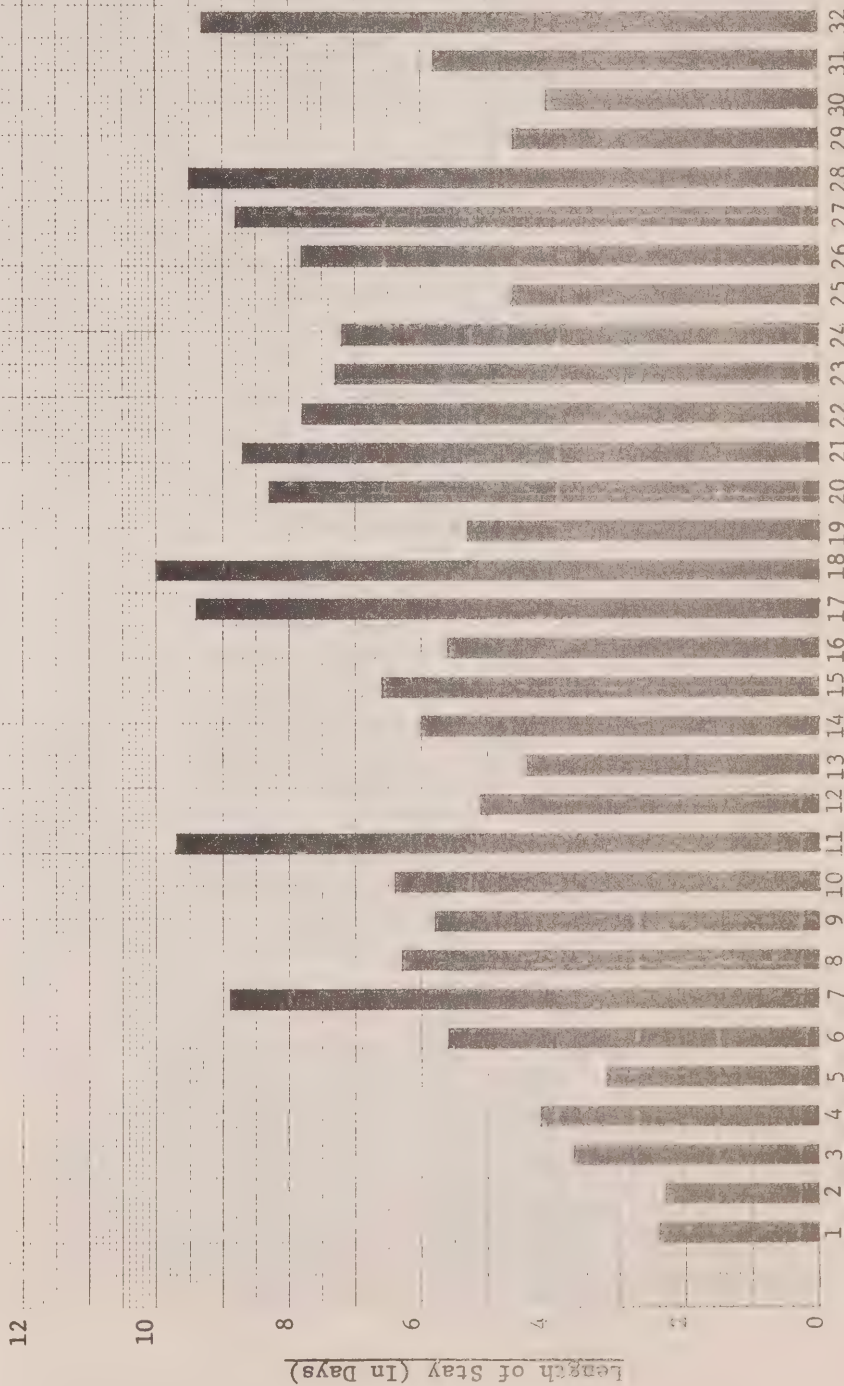


DESTINATION OF OTHER PROVINCE VISITORS TO ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES, BY VACATION AREA, 1970



Graph No. 5

AVERAGE LENGTH OF STAY IN ONTARIO OF U.S. AND OTHER PROVINCE VISITORS TO
ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES, BY VACATION AREA, 1970

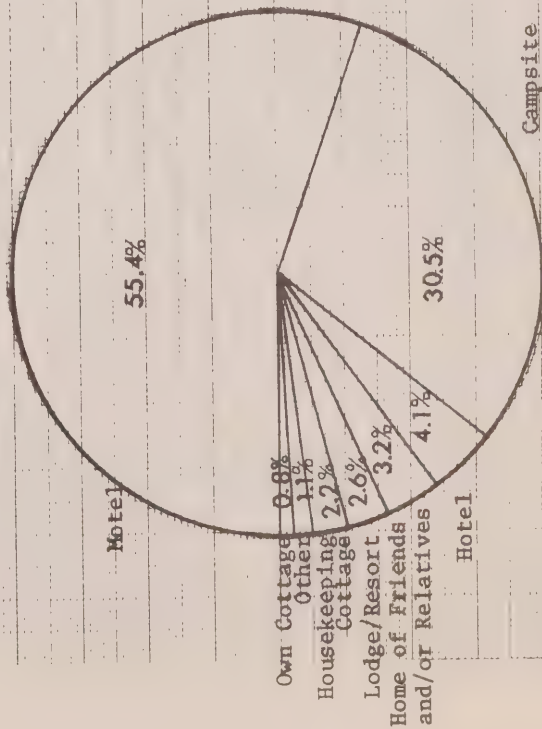


ONTARIO VACATION AREAS

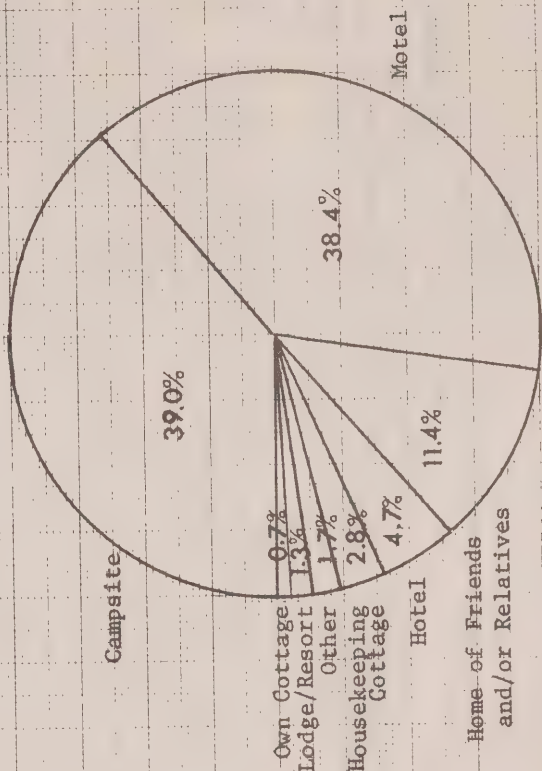
1. Peak Ex.
2. Peak Ex.
3. Peak Ex.
4. Peak Ex.
5. Peak Ex.
6. Peak Ex.
7. Peak Ex.
8. Peak Ex.
9. Peak Ex.
10. Peak Ex.
11. Peak Ex.
12. Peak Ex.
13. Peak Ex.
14. Peak Ex.
15. Peak Ex.
16. Peak Ex.
17. Peak Ex.
18. Peak Ex.
19. Peak Ex.
20. Peak Ex.
21. Peak Ex.
22. Peak Ex.
23. Peak Ex.
24. Peak Ex.
25. Peak Ex.
26. Peak Ex.
27. Peak Ex.
28. Peak Ex.
29. Peak Ex.
30. Peak Ex.
31. Peak Ex.
32. Peak Ex.

TYPE OF ACCOMMODATION USED (WHERE OVERNIGHT STAY WAS REQUIRED) BY U.S. AND
OTHER PROVINCE VISITORS TO ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES, 1970

U.S. Visitors

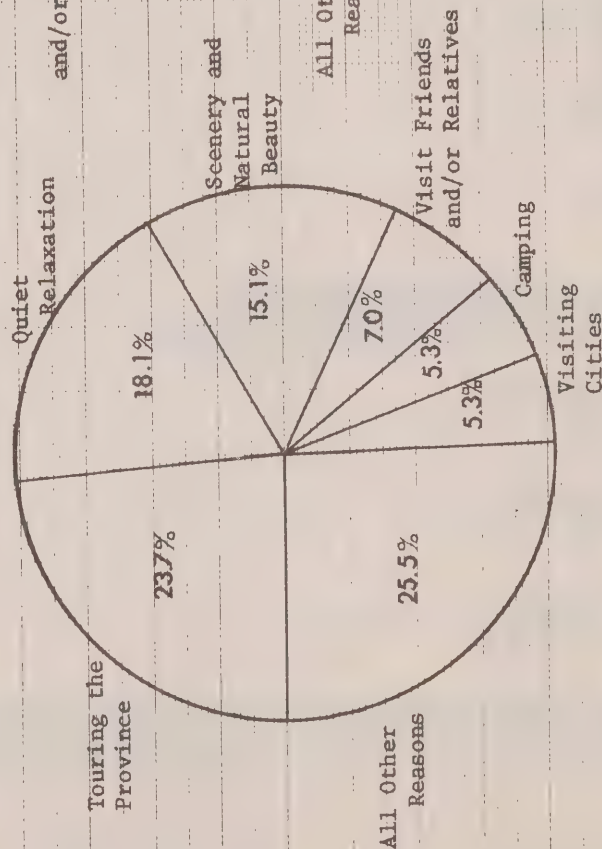


Other Province Visitors

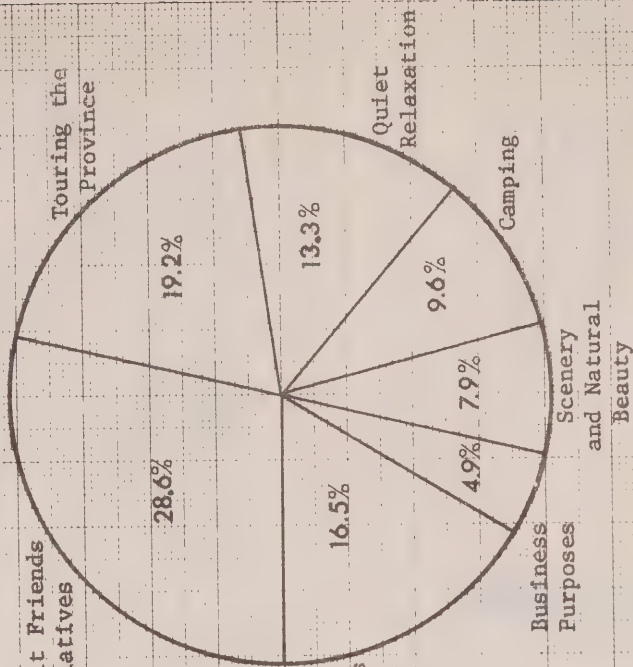


MAIN REASON (FIRST PREFERENCE) FOR VISITING ONTARIO BY U.S. AND
OTHER PROVINCE VISITORS TO ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES, 1970

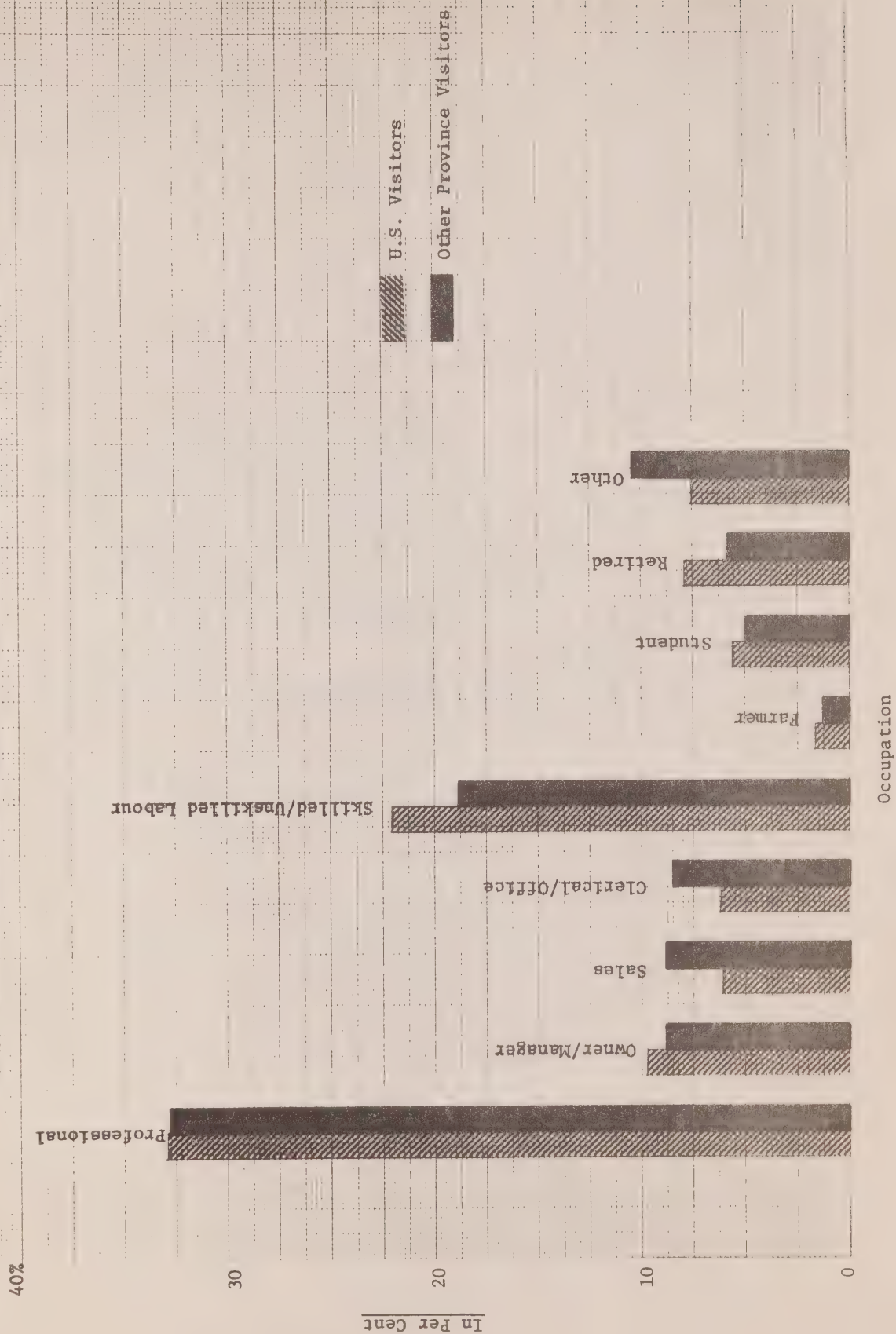
U.S. Visitors



Other Province Visitors



OCCUPATION OF U.S. AND OTHER PROVINCE VISITOR-PARTY HEADS VISITING
ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES, 1969



APPENDIX III

Questionnaires 1 to 3

VISITOR QUESTIONNAIRE NO. 1 - 1968

VISITOR REGISTRATION



DEPARTMENT OF
TOURISM AND INFORMATION

LOCATION

DATE

(PLEASE PRINT)

NAME

NUMBER IN PARTY

Adults

☐

Children

☐

ADDRESS

STREET

CITY/TOWN

EXPECTED LENGTH
OF STAY IN ONTARIO

Days

☐

Weeks

☐

PROV. or STATE

FIRST VISIT TO
ONTARIO

Yes

☐

No.

☐

Code or Postal Zone

DESTINATION IN
ONTARIO

VISITOR QUESTIONNAIRE NO. 1 - Cont'd

A. I expect to exit from Ontario at:

CITY/TOWN OR BRIDGE

B.1 If this is not your first visit to Ontario, how many times have you come during the last ten years? ☐

C. I plan to stay at:

2. () Hotel
3. () Motel
4. () Lodge
5. () Housekeeping cottage
6. () Own cottage
7. () Provincial Campsite
8. () Commercial Campsite
9. () Home of friend or relative
10. () Overnight accommodation not required
11. () Other (state):

D. My reasons for coming to Ontario are:

(Check as many as you wish) Principal Reasons (Check only 3)

- | | | |
|---|-----|-----|
| 12. To visit friends or relatives..... | () | () |
| 13. Quiet relaxation..... | () | () |
| 14. Pleasant summer climate | () | () |
| 15. Touring the Province..... | () | () |
| 16. Scenery and natural beauty..... | () | () |
| 17. Visiting cities..... | () | () |
| 18. Historic sites..... | () | () |
| 19. Fishing | () | () |
| 20. Hunting | () | () |
| 21. Camping (tent) | () | () |
| 22. Camping (trailer) | () | () |
| 23. Boating | () | () |
| 24. Cruising | () | () |
| 25. Canoeing | () | () |
| 26. Other water sports | () | () |
| 27. Winter Sports | () | () |
| 28. Business purposes | () | () |
| 29. Attending a special event..... | () | () |
| 30. Honeymoon | () | () |
| 31. Reasonable costs in Canada..... | () | () |
| 32. Scientific interests..... | () | () |
| 33. Hobbies (collecting minerals, etc.) . | () | () |
| 34. Visiting a foreign country..... | () | () |
| 35. Other (please state) | () | () |



VISITOR QUESTIONNAIRE NO. 2 - 1969
DEPARTMENT OF TOURISM AND INFORMATION
VISITOR QUESTIONNAIRE

The Travel Research Branch of the Department of Tourism and Information have designed this questionnaire to collect information pertinent to the Ontario tourist industry. This data relative to the travel habits, type of accommodation used, and reasons for visiting, will enable us to organize our tourist facilities and recreational attractions to the best advantage for the many visitors to Ontario.

NAME		
STREET		APT. NO.
CITY OR TOWN	STATE OR PROVINCE	ZIP CODE

LOCATION CODE STAMP
DATE

DOMICILE (SEE BELOW)	NUMBER IN YOUR PARTY	EXPECTED LENGTH OF STAY IN ONTARIO	IS THIS YOUR FIRST VISIT TO ONTARIO?	WHAT IS YOUR FINAL DESTINATION IN ONTARIO?	EXIT POINT (SEE BELOW)
<input type="checkbox"/> <input type="checkbox"/>	ADULTS <input type="checkbox"/> <input type="checkbox"/> CHILDREN <input type="checkbox"/> <input type="checkbox"/>	DAYS 1 TO 6 <input type="checkbox"/> <input type="checkbox"/> WEEKS <input type="checkbox"/> <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>	AREA CODE <input type="checkbox"/> <input type="checkbox"/> LOCATION <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
DOMICILE: SAME AS SHOWN IN YOUR ADDRESS ABOVE.				WHERE DO YOU EXPECT TO EXIT FROM ONTARIO?	
STATES		PROVINCES			
<input type="checkbox"/> 01. MICH.	<input type="checkbox"/> 09. MASS.	<input type="checkbox"/> 18. TENN.	<input type="checkbox"/> 26. ONT.	<input type="checkbox"/> 011. WINDSOR TUNNEL	<input type="checkbox"/> 133. LANCASTER
<input type="checkbox"/> 02. N.Y.	<input type="checkbox"/> 10. IND.	<input type="checkbox"/> 19. R.I.	<input type="checkbox"/> 27. QUE.	<input type="checkbox"/> 012. WINDSOR BRIDGE	<input type="checkbox"/> 141. HAWKESBURY
<input type="checkbox"/> 03. OHIO	<input type="checkbox"/> 11. DEL.	<input type="checkbox"/> 20. KY.	<input type="checkbox"/> 28. MAN.	<input type="checkbox"/> 021. POINT EDWARD	<input type="checkbox"/> 142. POINTE FORTUNE
<input type="checkbox"/> 04. PA.	<input type="checkbox"/> 12. IOWA	<input type="checkbox"/> 21. KANS.	<input type="checkbox"/> 29. OTHER EAST. PROVS.	<input type="checkbox"/> 051. FORT ERIE	<input type="checkbox"/> 251. SAULT STE. MARIE
<input type="checkbox"/> 05. ILL.	<input type="checkbox"/> 13. CALIF.	<input type="checkbox"/> 22. N.H.	<input type="checkbox"/> 30. OTHER WEST. PROVS.	<input type="checkbox"/> 052. NIAGARA FALLS	<input type="checkbox"/> 291. PIDGEON RIVER
<input type="checkbox"/> 06. MINN.	<input type="checkbox"/> 14. MD.	<input type="checkbox"/> 23. S.C.	<input type="checkbox"/> 31. FOREIGN	<input type="checkbox"/> 053. HOMER (ST. CATH.)	<input type="checkbox"/> 301. FORT FRANCIS
<input type="checkbox"/> 07. N.J.	<input type="checkbox"/> 15. VA.	<input type="checkbox"/> 24. NEBR.		<input type="checkbox"/> 121. IVY LEA	<input type="checkbox"/> 302. RAINY RIVER
<input type="checkbox"/> 08. WISC.	<input type="checkbox"/> 16. FLA.	<input type="checkbox"/> 25. ALL OTHER STATES		<input type="checkbox"/> 122. HILL ISLAND	<input type="checkbox"/> 146. OTTAWA
	<input type="checkbox"/> 17. MO.			<input type="checkbox"/> 131. JOHNSTOWN	<input type="checkbox"/> 316. MAN. BORDER
				<input type="checkbox"/> 132. CORNWALL	

HOW MANY VISITS HAVE YOU MADE TO ONTARIO IN LAST 10 YRS.	ACCOM- MODATION (SEE BELOW)	WHAT ARE YOUR REASONS FOR VISITING ONTARIO?	OCCUPATION (SEE BELOW)
<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	1ST PREF. <input type="checkbox"/> <input type="checkbox"/> 2ND PREF. <input type="checkbox"/> <input type="checkbox"/> 3RD PREF. <input type="checkbox"/> <input type="checkbox"/> 4TH PREF. <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
I PLAN TO STAY AT		PLEASE MARK ALL REASONS BELOW THAT APPLY TO YOUR VISIT. REVIEW THOSE YOU HAVE MARKED, SELECTING THE FOUR PRINCIPAL REASONS IN ORDER OF PREFERENCE AND TRANSCRIBE THE NUMBER BESIDE EACH INTO THE BOXES ABOVE.	
<input type="checkbox"/> 01. HOTEL	<input type="checkbox"/> 02. MOTEL	<input type="checkbox"/> 11. VISIT FRIENDS OR RELATIVES	<input type="checkbox"/> 01. PROFESSIONAL
<input type="checkbox"/> 03. LODGE	<input type="checkbox"/> 04. HOUSEKEEPING COTTAGE	<input type="checkbox"/> 12. QUIET RELAXATION	<input type="checkbox"/> 02. OWNER/MANAGER
<input type="checkbox"/> 05. OWN COTTAGE	<input type="checkbox"/> 06. PROVINCIAL CAMPSITE	<input type="checkbox"/> 13. SEEKING DIVERSE CLIMATE	<input type="checkbox"/> 03. SALES
<input type="checkbox"/> 07. COMMERCIAL CAMPSITE	<input type="checkbox"/> 08. HOME OF FRIEND OR RELATIVE	<input type="checkbox"/> 14. TOURING THE PROVINCE	<input type="checkbox"/> 04. CLERICAL/OFFICE
<input type="checkbox"/> 09. ACCOMMODATION NOT REQUIRED	<input type="checkbox"/> 15. OTHER (STATE)	<input type="checkbox"/> 15. SCENERY AND NATURAL BEAUTY	<input type="checkbox"/> 05. SKILLED LABOUR
		<input type="checkbox"/> 16. VISITING CITIES	<input type="checkbox"/> 06. UNSKILLED LABOUR
		<input type="checkbox"/> 17. VISITING HISTORIC SITES	<input type="checkbox"/> 07. FARMER
		<input type="checkbox"/> 18. FISHING	<input type="checkbox"/> 08. STUDENT
		<input type="checkbox"/> 19. HUNTING	<input type="checkbox"/> 09. RETIRED
		<input type="checkbox"/> 20. CAMPING (TENT)	<input type="checkbox"/> 20. OTHER (STATE)
		<input type="checkbox"/> 21. CAMPING (TRAILER)	
		<input type="checkbox"/> 22. BOATING	<input type="checkbox"/> 27. BUSINESS PURPOSES
		<input type="checkbox"/> 23. CRUISING	<input type="checkbox"/> 28. ATTENDING A SPECIAL EVENT
		<input type="checkbox"/> 24. CANOEING	<input type="checkbox"/> 29. HONEYMOON
		<input type="checkbox"/> 25. OTHER WATER SPORTS	<input type="checkbox"/> 30. REASONABLE COST IN CANADA
		<input type="checkbox"/> 26. WINTER SPORTS	<input type="checkbox"/> 31. SCIENTIFIC INTERESTS
			<input type="checkbox"/> 32. HOBBIES (ANTIQUES ETC.)
			<input type="checkbox"/> 33. VISITING A FOREIGN COUNTRY
			<input type="checkbox"/> 34. SHOPPING

DEPARTMENT OF TOURISM AND INFORMATION
VISITOR QUESTIONNAIRE

The Travel Research Branch of the Department of Tourism and Information have designed this questionnaire to collect information pertinent to the Ontario tourist industry. This data relative to the travel habits, type of accommodation used, and reasons for visiting, will enable us to organize our tourist facilities and recreational attractions to the best advantage for the many visitors to Ontario.

NAME			LOCATION CODE STAMP	
STREET		APT. NO.		DATE
CITY OR TOWN	STATE OR PROVINCE	ZIP CODE		

DOMICILE (SEE BELOW)	NUMBER IN YOUR PARTY ADULTS CHILDREN	EXPECTED LENGTH OF STAY IN ONTARIO DAYS 1 TO 6 WEEKS	IS THIS YOUR FIRST VISIT TO ONTARIO? YES NO	WHAT IS YOUR MAIN DESTINATION IN ONTARIO? AREA CODE LOCATION	EXIT POINT (SEE BELOW)
<input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	<input type="text"/>
DOMICILE: SAME AS SHOWN IN YOUR ADDRESS ABOVE.				WHERE DO YOU EXPECT TO EXIT FROM ONTARIO?	
STATES <input type="checkbox"/> 01. MICH. <input type="checkbox"/> 02. N.Y. <input type="checkbox"/> 03. OHIO <input type="checkbox"/> 04. PA. <input type="checkbox"/> 05. ILL. <input type="checkbox"/> 06. MINN. <input type="checkbox"/> 07. N.J. <input type="checkbox"/> 08. WISC. <input type="checkbox"/> 09. MASS. <input type="checkbox"/> 10. IND. <input type="checkbox"/> 11. DEL. <input type="checkbox"/> 12. IOWA <input type="checkbox"/> 13. CALIF. <input type="checkbox"/> 14. MD. <input type="checkbox"/> 15. VA. <input type="checkbox"/> 16. FLA. <input type="checkbox"/> 17. MO. <input type="checkbox"/> 18. TENN. <input type="checkbox"/> 19. R.I. <input type="checkbox"/> 20. KY. <input type="checkbox"/> 21. KANS. <input type="checkbox"/> 22. N.H. <input type="checkbox"/> 23. S.C. <input type="checkbox"/> 24. NEBR. <input type="checkbox"/> 25. ALL OTHER STATES				PROVINCES <input type="checkbox"/> 26. ONT. <input type="checkbox"/> 27. QUE. <input type="checkbox"/> 28. MAN. <input type="checkbox"/> 29. OTHER EAST. PROVS. <input type="checkbox"/> 30. OTHER WEST. PROVS. <input type="checkbox"/> 31. FOREIGN <input type="checkbox"/> 011. WINDSOR TUNNEL <input type="checkbox"/> 012. WINDSOR BRIDGE <input type="checkbox"/> 021. POINT EDWARD <input type="checkbox"/> 051. FORT ERIE <input type="checkbox"/> 052. NIAGARA FALLS <input type="checkbox"/> 053. HOMER (ST. CATH.) <input type="checkbox"/> 121. IVY LEA <input type="checkbox"/> 122. HILL ISLAND <input type="checkbox"/> 131. JOHNSTOWN <input type="checkbox"/> 132. CORNWALL <input type="checkbox"/> 133. LANCASTER (QUEBEC BORDER) <input type="checkbox"/> 141. HAWKESBURY <input type="checkbox"/> 142. POINTE FORTUNE <input type="checkbox"/> 251. SAULT STE. MARIE <input type="checkbox"/> 291. PIGEON RIVER <input type="checkbox"/> 301. FORT FRANCES <input type="checkbox"/> 066. TORONTO AIRPORT <input type="checkbox"/> 146. OTTAWA <input type="checkbox"/> 316. MAN. BORDER	

HOW MANY VISITS HAVE YOU MADE TO ONTARIO IN LAST 10 YRS.	ACCOMMODATION (SEE BELOW)	WHAT ARE YOUR REASONS FOR VISITING ONTARIO?				OCCUPATION (SEE BELOW)	
<input type="text"/>	<input type="text"/>	1ST PREF.	2ND PREF.	3RD PREF.	4TH PREF.	<input type="text"/>	
I PLAN TO STAY AT: <input type="checkbox"/> 01. HOTEL <input type="checkbox"/> 02. MOTEL <input type="checkbox"/> 03. LODGE <input type="checkbox"/> 04. HOUSEKEEPING COTTAGE <input type="checkbox"/> 05. OWN PRIVATE COTTAGE <input type="checkbox"/> 06. PROVINCIAL CAMPSITE <input type="checkbox"/> 07. COMMERCIAL CAMPSITE <input type="checkbox"/> 08. HOME OF FRIEND OR RELATIVE <input type="checkbox"/> 09. ACCOMMODATION NOT REQUIRED <input type="checkbox"/> 15. OTHER (STATE)		PLEASE MARK ALL REASONS BELOW THAT APPLY TO YOUR VISIT. REVIEW THOSE YOU HAVE MARKED, SELECTING THE FOUR PRINCIPAL REASONS IN ORDER OF PREFERENCE AND TRANSCRIBE THE NUMBER BESIDE EACH INTO THE BOXES ABOVE. <input type="checkbox"/> 11. VISIT FRIENDS OR RELATIVES <input type="checkbox"/> 12. QUIET RELAXATION <input type="checkbox"/> 13. SEEKING DIVERSE CLIMATE <input type="checkbox"/> 14. TOURING THE PROVINCE <input type="checkbox"/> 15. SCENERY AND NATURAL BEAUTY <input type="checkbox"/> 16. VISITING CITIES <input type="checkbox"/> 17. VISITING HISTORIC SITES <input type="checkbox"/> 18. FISHING <input type="checkbox"/> 19. HUNTING <input type="checkbox"/> 20. CAMPING (TENT OR TRAILER) <input type="checkbox"/> 22. BOATING OR CANOEING <input type="checkbox"/> 25. OTHER WATER SPORTS <input type="checkbox"/> 26. WINTER SPORTS <input type="checkbox"/> 27. BUSINESS PURPOSES <input type="checkbox"/> 28. ATTENDING A SPECIAL EVENT <input type="checkbox"/> 29. HONEYMOON <input type="checkbox"/> 30. REASONABLE COST IN CANADA <input type="checkbox"/> 31. SCIENTIFIC INTERESTS <input type="checkbox"/> 32. HOBBIES (ANTIQUES ETC.) <input type="checkbox"/> 33. VISITING A FOREIGN COUNTRY <input type="checkbox"/> 34. SHOPPING <input type="checkbox"/> 35. OTHER (PLEASE STATE)				<input type="checkbox"/> 01. PROFESSIONAL <input type="checkbox"/> 02. OWNER/MANAGER <input type="checkbox"/> 03. SALES <input type="checkbox"/> 04. CLERICAL/OFFICE <input type="checkbox"/> 05. SKILLED LABOUR <input type="checkbox"/> 06. UNSKILLED LABOUR <input type="checkbox"/> 07. FARMER <input type="checkbox"/> 08. STUDENT <input type="checkbox"/> 10. TEACHER <input type="checkbox"/> 20. OTHER (STATE)	

